

Bernalillo County

# Unincorporated Areas Cultural Assets

## Inventory and Mapping 2013

December 2013



**Bernalillo County**

Cultural Services

**Contractor**

Creative Albuquerque

[www.creativeabq.org](http://www.creativeabq.org)



**Project Team**

John Grassham - Executive Director

Michelle Negrette - Planning Consultant

Joni M. Palmer, Ph. D. - Cultural Planner

James Foty - Cultural Planning Intern

Dan Puccetti - Office Administrator



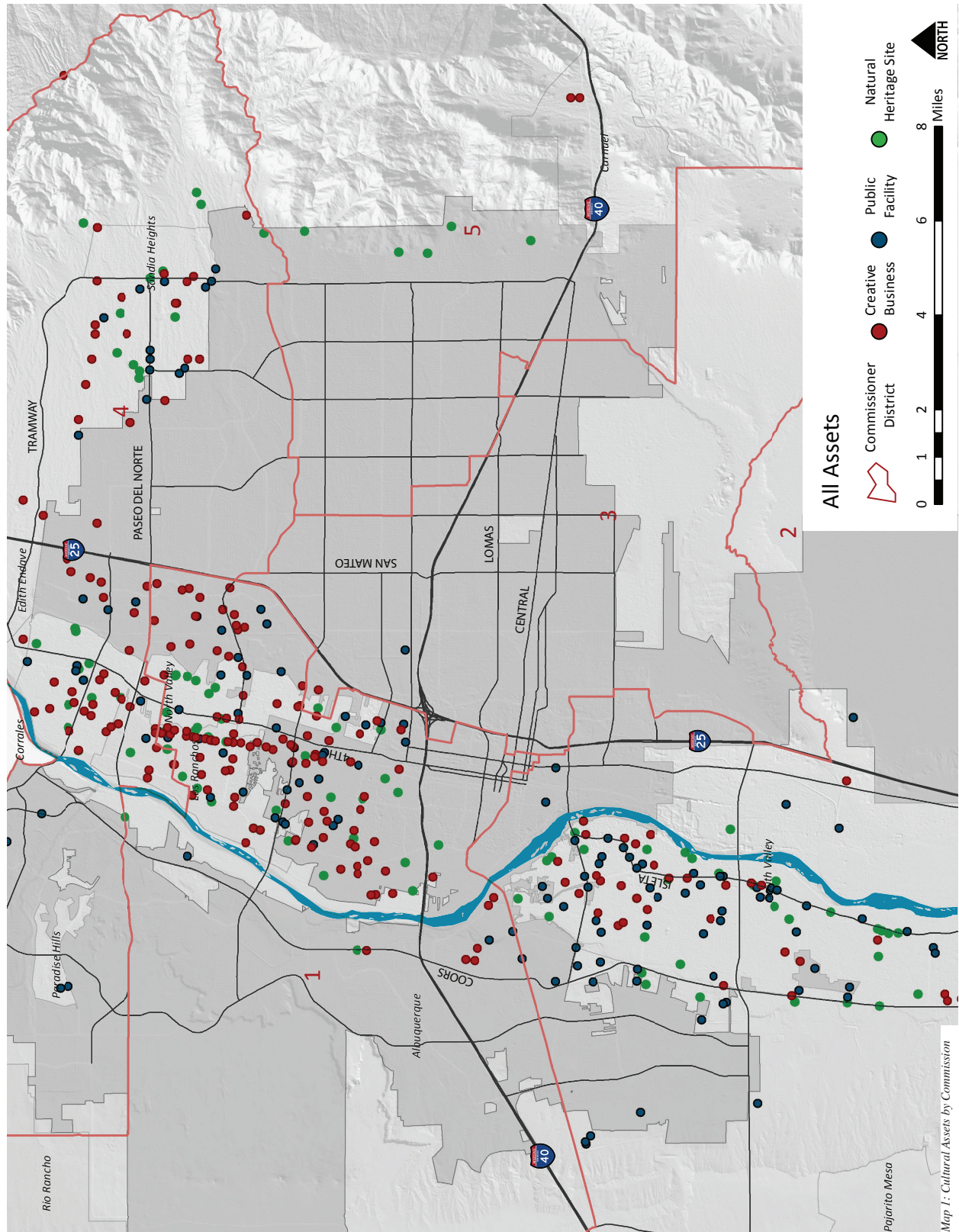


*Solar Disk, artist: Ray King*

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# Overview

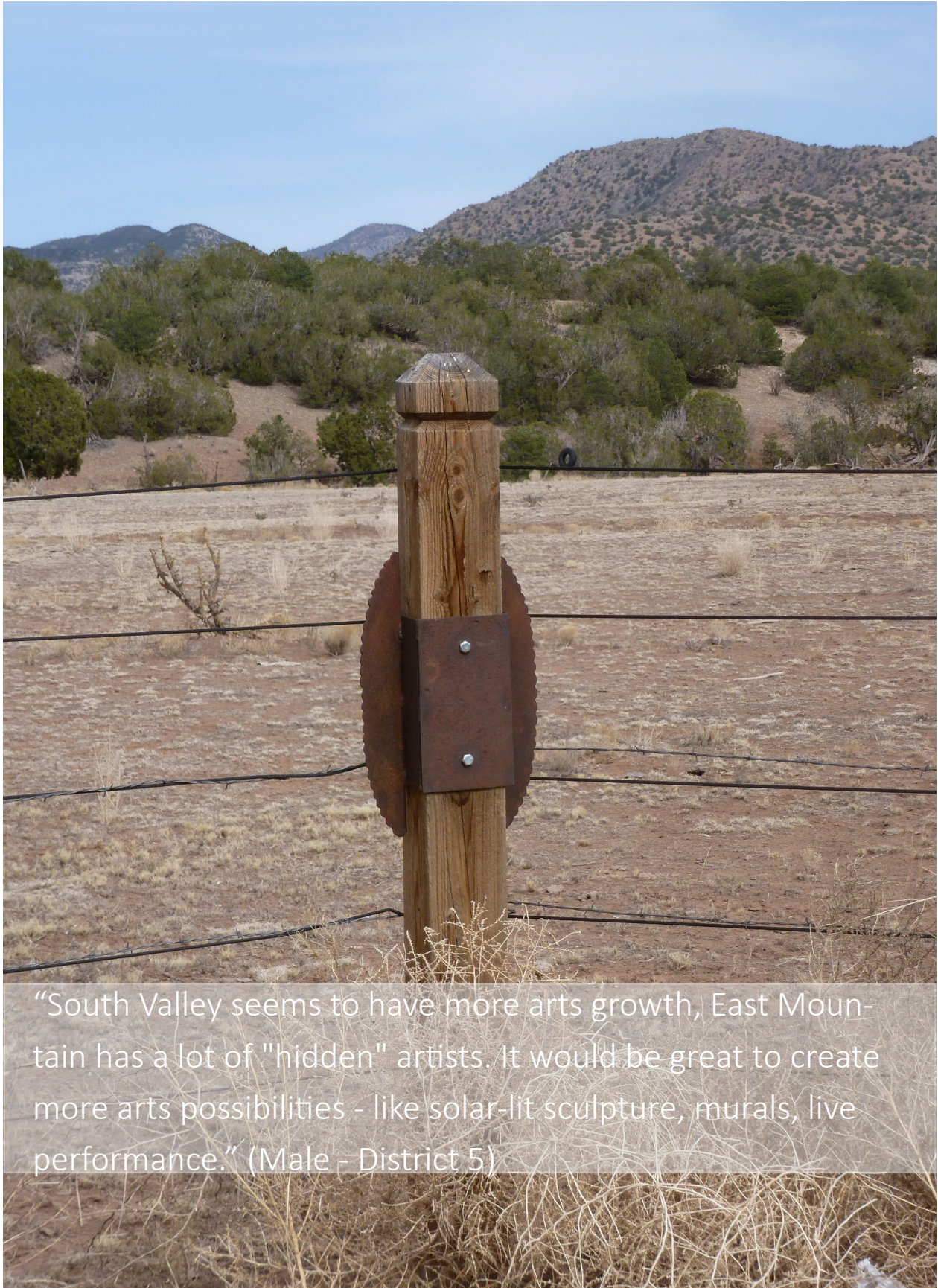
*A recent report prepared by Creative Albuquerque, “Albuquerque 2012, the State of the Creative Economy,” which used three national studies to measure the economic impact of the arts and cultural industries in Bernalillo County (in its entirety), revealed that although the creative economy is doing well, it is not thriving when looked at in the context of comparable locales such as Oklahoma City, Salt Lake City and Tucson.*

The study suggests three areas of focus to improve the contribution of arts and culture to the economy and quality of life: 1) Recognizing and cultivating the synergy between the business and the arts and culture communities, 2) Re-think, re-vision and re-brand (greater) Albuquerque to value our many assets, and 3) Engage specific leadership from across the community and region to make action happen. This cultural inventory is a first step at developing an initial data base of the existing cultural assets and focuses on the unincorporated area of Bernalillo County.

Creative industries, such as theater, art, humanities, dance and film, not only provide entertainment and offer a means for cultural expression, but they also provide jobs and revenue that contribute to the health of the County. This inventory provides a baseline understanding of existing cultural assets, as well as a cursory look at how residents within Bernalillo County use and regard culture in the unincorporated portions. As a symbiotic relationship exists between the incorporated areas; City of Albuquerque, Tijeras Village and the Village of Los Ranchos, and the unincorporated areas with residents working, living and recreating without differentiating between government jurisdictions, it is clear that future study and planning efforts should involve close coordination with municipalities and village leaders.

Overall, preliminary research, interview and study findings reveal a strong showing and appreciation of culture in Bernalillo County. The landscape, including the mountains, river, arroyos and agricultural lands resonate strongly with respondents as the primary cultural asset of the unincorporated areas. The landscape is seen as an opportunity for recreation, for festivals and as a determining factor in establishing a sense of place. In addition, data demonstrates that there is a diverse composite of arts and cultural assets in the unincorporated areas including artists, fabricators, recreational facilities and cultural activities.

Furthermore, the initial research has provided insight into areas for further research to expand the existing arts and cultural assets within Bernalillo County. Maps developed with physical inventory data combined with input from interviews and surveys indicate cultural nodal opportunities in four geographically separate areas of unincorporated portions of the county. Further research is needed to best determine how to foster and grow these areas into rich and diverse destination areas.



“South Valley seems to have more arts growth, East Mountain has a lot of "hidden" artists. It would be great to create more arts possibilities - like solar-lit sculpture, murals, live performance.” (Male - District 5)



# Introduction

*THIS PROJECT IS PART OF CREATIVE ALBUQUERQUE'S efforts to provide Bernalillo County with a baseline inventory and mapping of the cultural assets in the unincorporated portion of the County. In particular, it is our hope that this project will form the basis for future cultural planning efforts in Bernalillo County. Further, it is the intent that this project will serve as a model for the greater area and pave the way for a county-wide cultural plan.*

## Objective and Fundamental Questions

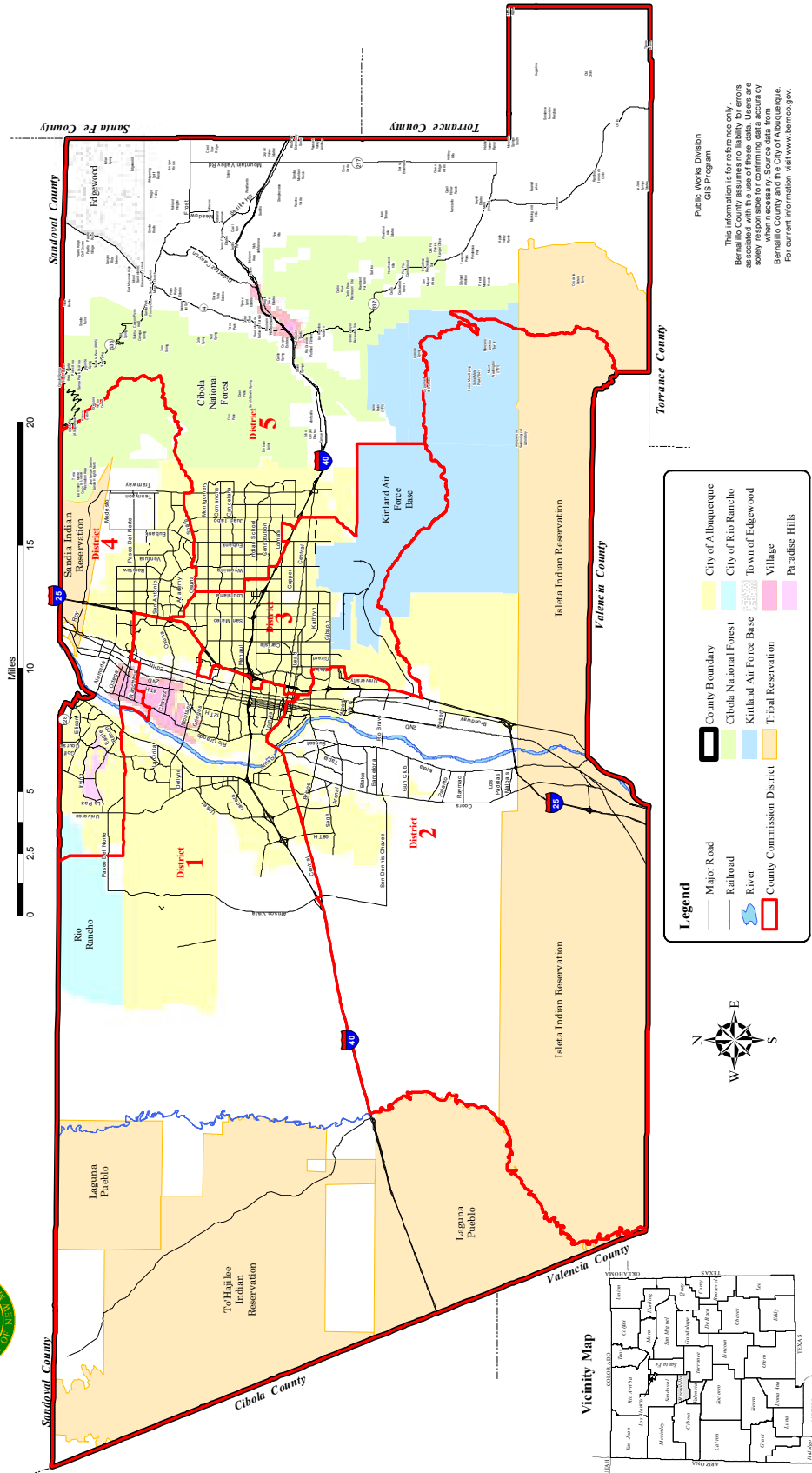
The objective of this work has been to gain a greater knowledge of the breadth of cultural assets and resources in the unincorporated portions of Bernalillo County and to develop a baseline database and map for Bernalillo County. The fundamental questions that have guided this inventory and mapping project are the following: What makes these areas unique? What are the unincorporated areas' principal cultural assets? What are the location, distribution, and access to these existing assets? What are the strengths and weaknesses of the cultural assets that currently exist in this part of the County? How do these assets contribute to the quality of life in Bernalillo County? And finally, what are the community's cultural needs and concerns?

## Why conduct a cultural inventory for the unincorporated areas of Bernalillo County?

A healthy community has a diverse base of jobs and a mix of cultural activities enjoyed by residents and visitors. The recent report "Albuquerque 2012, the State of the Creative Economy" indicates that although Bernalillo County ranks high in arts activities and resources, it ranks low in many areas such as number of National Register of Historic Places sites, new non-profit businesses and accredited post secondary arts programs. A first step in determining a strategy for strengthening the creative economy in Bernalillo County is to understand what assets are currently available with respect to existing arts and culture to create a baseline or starting point that will begin to inform future planning efforts. The reasons for engaging in this process are several-fold:

1. Draws attention to the cultural resources of the community, and through this builds community identity and pride.
2. Identifies resources and assets that may have previously gone unnoticed or under-appreciated.
3. Brings in new, fresh perspectives from all sectors of the population.
4. Acknowledges the importance of individual communities' cultural assets as part of a healthy and vital County.

# Bernalillo County, New Mexico



Map 2: Unincorporated areas of Bernalillo County and Commissioner Districts



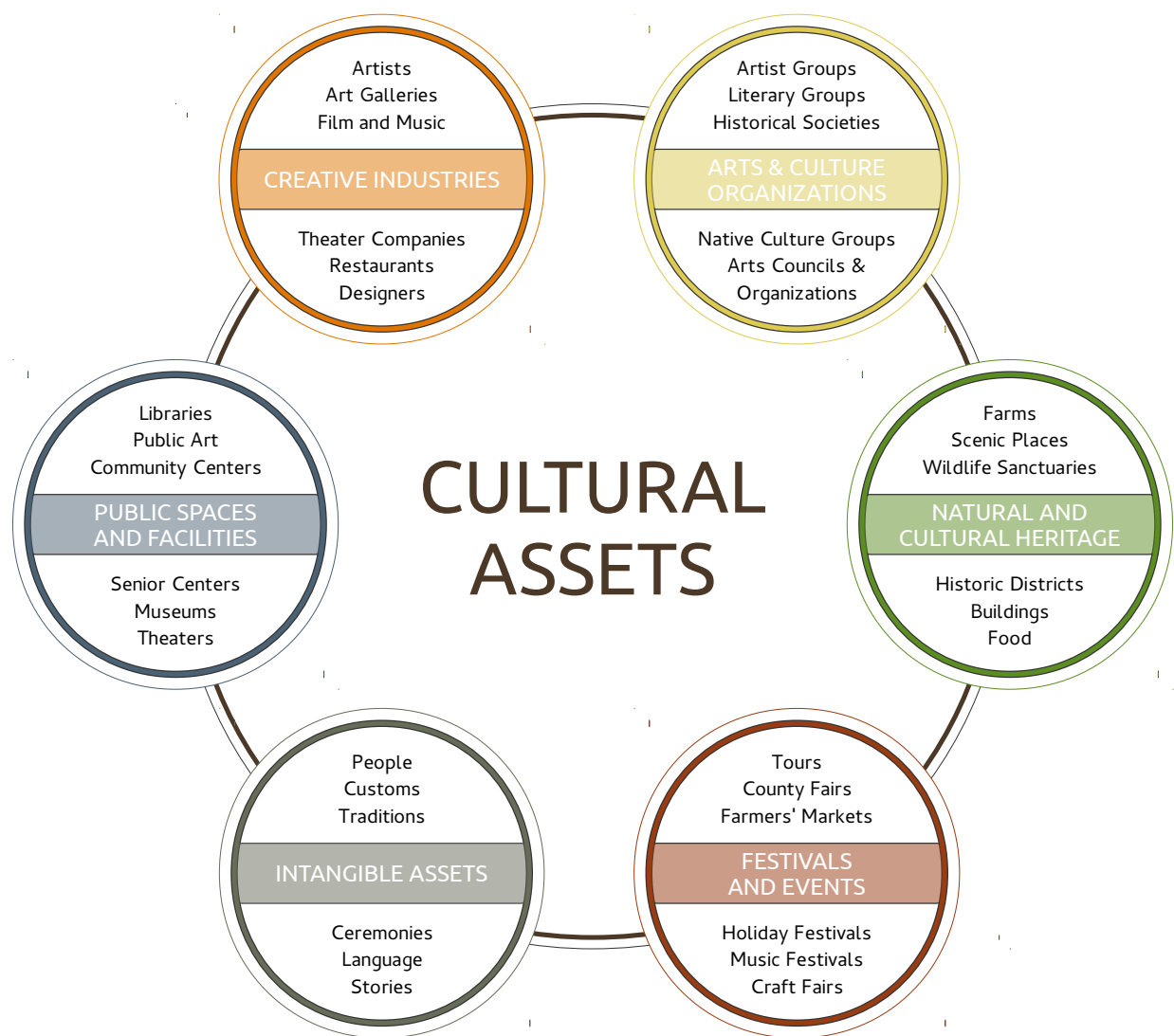
5. Identifies strengths and weakness, gaps and community needs.
6. Evaluates existing assets and resources, and identifies problems and solutions.
7. Considers the past and present in order to better plan for future urban change.
8. Enhances participatory democracy and citizenship through an inclusive and participatory process.

## Community Context

Established January 8, 1852, Bernalillo County was one of seven partidos established during Mexican rule. Consisting of 1169 square miles, Bernalillo County is home to the incorporated areas outside of the City of Albuquerque, Los Ranchos de Albuquerque and the Village of Tijeras. Unincorporated areas of Bernalillo County include some of the state's oldest communities – Atrisco (1692), Armijo (1695), Barelitas (1707), Alameda (1710), Pajarito (before 1746), and Los Padillas (before 1790).

Bernalillo County was one of the first nine counties created by the Territorial Legislature in 1852. The county seat was initially in Rancho de Albuquerque, but moved in 1878 to Bernalillo and again in 1893 to Albuquerque. The county stretches from the East Mountain area across the Rio Grande to the Volcanos on the west mesa and is bounded on the north by Sandia Pueblo and on the south by Isleta Pueblo. The topographic variation is dramatic, with an elevation of 4,500 feet in the valley and 10,678 feet at Sandia Peak. The total population of Bernalillo County is 670,968.

The focus of this cultural inventory is the unincorporated portions of Bernalillo County which consist of Sandia Heights, the North Valley, the South Valley, the East Mountain/Carnuel area and other pockets of unincorporated Bernalillo.





# *Cultural Assets Inventory and Mapping*

## **What is a cultural assets inventory?**

A cultural assets inventory is a widely used community planning tool that considers places and culture as the inspiration for community planning and economic development. The inventory and subsequent mapping work is typically the first step in developing a cultural plan. It is a process of locating, collecting, recording, and describing the resources that contribute to the cultural identity of a community.

## **What are cultural assets?**

Cultural assets can be material, immaterial, emotional, as well as environmental and spiritual. The material (or tangible) assets include concrete places like museums, art galleries, historic sites, performing arts centers and parks. They can be special areas of the natural environment that encourage and support local cultural activities. The climate, for example, can be considered an asset as it has the potential to encourages arts, cultural, and communal activities that bring people together in a particular place over time. Immaterial (or intangible) assets include stories, recipes, memories, and rituals that are associated with particular people and places. The telling of stories and the performance of rituals helps continue the circulation of community beliefs and values. Such intangible assets encourage people to learn about and care for people and places, and thus ensure the enduring value and protection of these assets.

## **What is cultural mapping?**

The cultural mapping process is a proactive process that engages a community (individuals, groups, organizations and institutions) in inventorying their cultural assets. The inventory is translated into a map that helps planners and the community visualize relationships between existing cultural assets to begin to understand strengths, weaknesses and opportunities.

## **What can this information be used for?**

Cultural assets inventories and maps are increasingly being employed as planning tools because information about cultural assets can inform planning and decision-making across a wide range of planning work. Cultural assets mapping can also raise awareness of and increase information about a community's assets and resources, helping residents and visitors appreciate the wide range of cultural opportunities that are available.





"Multi-racial, multi cultural. Not a melting pot, but instead a salad bowl where each separate ingredient mixes in but retains its own unique character." - (Male, District 3)

*Vista Grande (2002), artist: Gregg Reiche*



# Methodology

*BERNALILLO COUNTY CULTURAL SERVICES engaged Creative Albuquerque to conduct a cultural assets inventory and map of the unincorporated areas of Bernalillo County. This inventory was commissioned to locate and collect baseline information about both the tangible and intangible assets and resources. This data was then translated onto maps that are intended to help County staff and community residents visualize existing assets to better understand the potential of the community's cultural resources. Throughout, the process was designed to be proactive and engage the community (individuals, groups, organizations and institutions) in inventorying their cultural assets.*

## Approach

A systematic approach was utilized to identify, record and classify Bernalillo County's cultural resources. It involved collecting, analyzing and synthesizing information in order to describe and visualize the cultural resources in terms of issues such as links to other civic resources (e.g., transportation, infrastructure, public spaces), patterns of usage, and unique character and identity of a given community. The entire community was invited to participate, from individual residents to business owners, public facilities employees and civic stakeholders. Engaging the public in multiple ways and at different times and places (through a public survey, focus groups, and interviews) allowed us to obtain information from a variety of individuals.

Many different aspects of unincorporated Bernalillo County's cultural assets were taken into account; that is, not just official County assets but also those assets and resources that are important to the social, economic, political and environmental vitality of the community.

## Process

The process for the cultural asset inventory progressed via five stages: research and outreach, design and planning of the process, public engagement, physical inventory, and analysis and synthesis. The project began in November, 2012 and concluded with a report and presentation to the Bernalillo County Commission, Cultural Services and County Management, and the public in January of 2014.

Throughout, the approach taken by Creative Albuquerque has been to go beyond one-way communication, where community members merely provide their input. Rather, we employed a process of educating and informing the public so that they might continue to be involved in cultural planning for the long-term.

## Public Survey

In order to engage a wide variety of individuals in the community (particularly those that might not be inclined to attend focus groups or otherwise participate in community forums), Creative Albuquerque developed a survey that was available both online and in hardcopy. It opened on January 22 and closed June 7, 2013. In all, 311 people began the survey and 252 closed it, at a rate of 81% completion. The survey was distributed in print (at several locations, such as libraries, senior center) and online via Survey Monkey with links from the Creative Albuquerque website, Facebook page, and e-newsletter. The survey responses provided important information and insights that informed the Findings section of this report.

The survey included 44 questions addressing a wide range of topics including:

- Participant demographics
- Interests in arts and culture
- Frequency of arts and cultural activities participation
- What is considered an art or cultural activity
- Significance of culture to quality of life
- Location in the Albuquerque/Bernalillo County region visited for cultural activities
- Quality and significance of arts and culture in the unincorporated portions of Bernalillo County
- Unique characteristics of the unincorporated portions of Bernalillo County
- What attracts people to the unincorporated portions of Bernalillo County
- Key cultural sites and assets
- Opportunities for culture-led development
- Barriers to accessing arts and culture
- Recommendations for arts and cultural activities

### WHO RESPONDED TO THE SURVEY?

Of the 303 respondents who identified their gender, 67% were female and 33% were male. Participants' ages were poorly distributed in favor of an older demographic with little participation by those under 30. The largest percentage of respondents who provided age information, tallied by decade, were in their 60's (28% of 309), while the 50+ age group as a whole made up 66% of respondents. There were no responses by the under 20 group, and only 14 people (4.5%) participated under the age of 30. Respondents were well established in Bernalillo County with 82% having lived here over 10 years, and 45% over 30 years.

Respondents were neither representative of the ethnic distribution of Bernalillo County as a whole nor of the unincorporated areas specifically, with a low minority representation. 76% of responses indicated white ethnicity, 24% Hispanic, 2% Native American, and 1% each black and Asian. (There were more responses than the number of people who answered the question [294], indicating that some respondents belong to

multiple ethnic groups). This distribution is the inverse of the County as a whole, which is approximately 40% white, 48% Hispanic, and 12% other minorities (2011 US Census Bureau QuickFacts). This is similar to the unincorporated areas *in toto* at 40% white, 56% Hispanic, and 4% other (2010 US Census by tract). There was, however, a higher proportion of Hispanics respondents in District 2 (South Valley) at 42%, as compared to an average of 22% for other districts. This trend is in line with the South Valley unincorporated area having a larger Hispanic group than the others..

Respondents to the survey were typically well-educated. 75% indicated having graduated from college or having performed postgraduate work. Reported income data shows a normal distribution (bell curve) with mode between \$50k and \$75k. It is important to note that 83 people skipped this question (26.6%).

#### SURVEY LIMITATIONS

This survey allowed participants to answer questions based on their personal definition of culture. While this allows us to garner information regarding what is important to a community in defining culture, it also provided a very broad spectrum of activities. In addition, there is difficulty when assessing the unincorporated areas as a whole, as they are made up of relatively separate communities/villages. Each village or community may have different desires or needs regarding art and culture. General outreach in some areas was difficult because many communities lack or distrust of electronic/phone communication, and have a reliance on in-person communication.

## Steering Committee and Focus Groups

#### STEERING COMMITTEE

To begin identifying cultural assets, Creative Albuquerque engaged a steering committee formed of members identified by Bernalillo County Cultural Services as representatives of each of the five County Commissioner Districts. The Steering Committee assisted in defining the unincorporated areas of Bernalillo County, its cultural assets, and potential interview candidates. The steering committee also assisted in the development of the public input survey and championing the project.

#### FOCUS GROUPS

Each steering committee member was asked to invite 2 to 3 people who represented different aspects of arts and culture in the unincorporated areas of Bernalillo County in order to participate in a focus group that would begin to map and identify areas of existing assets.

Two focus groups were conducted. The first focus group was held at the Creative Albuquerque offices on March 4, 2013 and included members of the steering committee and artists. The focus group agenda was to identify what people believe are the key cultural assets in the unincorporated areas of the County, and



to determine where there are clusters of activity that would be appropriate to pursue (i.e., through further study) as arts and cultural nodes. The second focus group was an APS youth group held at APS main offices on April 30<sup>th</sup> attended by several high school seniors. The purpose of the meeting was to identify perceptions of arts and culture among youth and the needs of a younger demographic. The focus groups met for 1.5 hours.

Focus group attendants participated in cognitive mapping exercises where key cultural assets and activities were indicated on maps of Bernalillo County. Focus group participants also identified potential candidates to interview for more in-depth query.

## INTERVIEWS

In order to have conversations about opportunities, trends, and concerns about culture in the unincorporated areas of Bernalillo County, Creative Albuquerque conducted a series of personal interviews. The steering committee members and focus group members selected candidates to interview who were well-respected members of the community with a particular knowledge or expertise in arts or culture, and long-term experience with the unincorporated portions of Bernalillo County. Representatives were selected from each of the five county commission districts in order to solicit input from those who live within unincorporated Bernalillo County as well as those who live within the Albuquerque city limits. The purpose of the interviews was three-fold: to solicit specific kinds of information that we could not pursue in the surveys; to allow room for in-depth discussion of points of particular importance to the interviewee; to fill-in some of the gaps in our knowledge about cultural assets, which we were not able to obtain through the surveys or in the focus groups.

A total of 13 people participated in the interview process. The interviews focused on cultural assets in the unincorporated areas of the County. The interviews took place at the individual's convenience and lasted approximately 45 minutes to 1 hour. All participants were asked to take the survey prior to the interview in order to prepare them for the interview and to serve as a baseline from which to begin the interview.

The interview included 14 questions addressing a wide range of topics including:

- Economic development opportunities regarding arts and culture
- Information about interviewee
- What is working well with respect to arts and culture in the unincorporated portions of Bernalillo County
- Strengths, weaknesses, and priorities
- Arts and cultural needs that are not being met
- Cultural asset opportunities
- Prime movers and engines of change in the community
- Positive and negative trends affecting community

## Physical Inventory

### INVENTORY FRAMEWORK

The physical inventory was guided by a *cultural assets resource framework*, consisting of six general asset categories as well as several sub-categories. This data has been gathered to provide a basic *snapshot* of cultural resources in the unincorporated areas of Bernalillo County. When possible, the following information has been obtained:

**NAME:** The name of the asset.

**CATEGORY:** The broad category the asset belongs to according to the cultural assets framework.

**SUB-CATEGORY:** The sub-category (e.g., art gallery, school, museum, etc.)

**DESCRIPTION:** A brief description of the asset. Either generic or taken from the asset's website.

**TELEPHONE, WEBSITE AND E-MAIL:** basic contact information.

**STREET ADDRESS, CITY, ZIP CODE:** physical address.

**LATITUDE (Y), LONGITUDE (X):** geo-coordinates for mapping purposes.

**FLAGS:** a quasi-qualitative weighting system to mark those assets that are most identified by survey respondents or during focus groups. Also used to mark those assets that are deemed "key assets:" and those that serve as "anchors."

After this basic information was inputted into the spreadsheet, the geo-coordinates of each asset's location were generated using Google Maps. These geo-coordinates were then inputted into GIS software that has been used to produce various maps.

### SOURCES

The data obtained for the physical inventory came from a number of different sources including existing government data banks. Many assets were uncovered using web-based sources, including Google, Yelp.com, Yellowpages.com, and Factual.com. Other assets were identified by survey respondents and during focus groups. GIS layers were obtained from the City of Albuquerque and Bernalillo County, including layers on public art, land use, historic buildings, roads, agricultural related assets, the acequia network, etc. Additional resources were identified using news media sites, organization websites, and blogs.

For determining the location of creative industries, several different business directories were consulted including the ones listed above. Business license data for unincorporated areas has also been used to verify businesses. The application of multiple sources has revealed a surprising number of cultural assets that would not have been uncovered with a sole source approach. In addition, using more than one source has allowed for cross-checking to verify asset data.

## LIMITATIONS OF THE PHYSICAL INVENTORY

This method of data collection is based on available public data and bound to have inaccuracies. For example, while many business directories list a large number of self-employed creative workers (graphic designers, photographers, etc.) it is particularly difficult to verify these assets due to the temporary and/or informal nature of many of these small businesses. The numbers for these more informal, home-based businesses may therefore be an under count, and not representative of the number of businesses that are actually operating in the unincorporated areas of the county.

In addition, the data collected is a snapshot of cultural assets at one point in time. As such, this physical inventory is not dynamic and does not reveal how the cultural landscape of the Bernalillo County has changed over time. Nor does it show cultural activity (e.g., number of dollars generated; number of audience members, etc.). Nor the connections between assets. Finally, the inventory does not provide an assessment of the assets uncovered. Further study is needed to explain the relative importance of each asset within the context of the County.



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"The "vibe" is different here. More relaxed. Less aggressive. More family and community oriented -- less about looking like we're a big city." (Female - District 2)

*Olympic Wannabies, artist: Glenna Goodacre*

## Findings

*Many people have difficulty discerning the boundary of unincorporated Bernalillo County both physically and politically. West of the Sandia Mountains, the boundaries of the unincorporated areas of the County meander in and out of the City of Albuquerque at unpredictable intervals making it difficult to perceive whether or not one is in the city limits (east of the mountains, the understanding of County is clearer, as the area is physically separate from Albuquerque). However, the proximity of Santa Fe and Torrance Counties, as well as the Cibola National Forest which encompass the Sandia Mountain range, makes it difficult to perceive clear physical boundaries.*

Surveys and interviews reveal that for the most part people do not limit their cultural activities to incorporated or unincorporated areas or even to where they live. People tend to gravitate toward nodes of cultural activity which attract their specific interest. Some interests remain local within a community, such as church festivals and farmers markets. Other activities have a larger more regional draw, such as outdoor recreation and agriculture. As a result, we have found that arts and culture in unincorporated areas is somewhat symbiotic with arts and culture in the incorporated areas of Bernalillo County, Albuquerque, Tijeras and the Village of Los Ranchos.

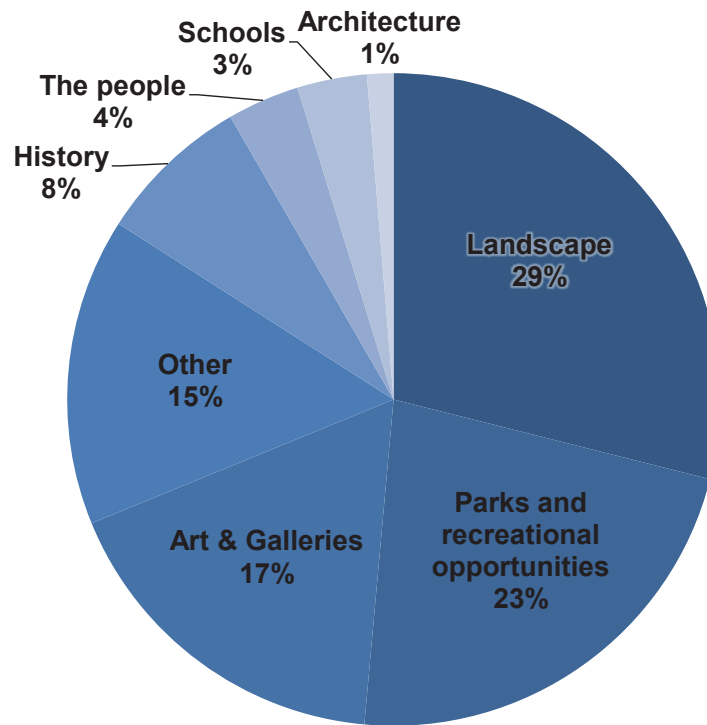
## Interview and Survey Results

### GENERAL FINDINGS

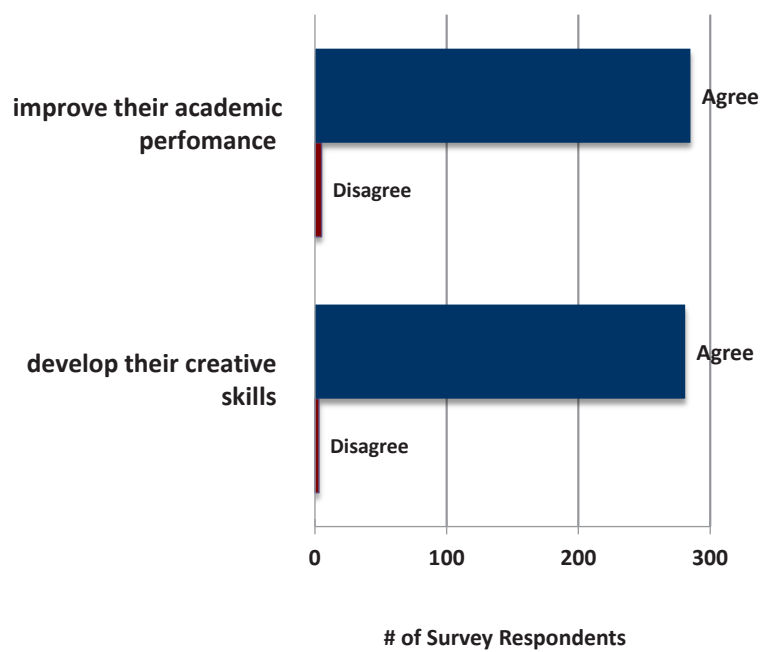
Overall, the majority respondents to the survey rated cultural programs and offerings as good in Bernalillo County. Over 50% of respondents feel that the people are what make the unincorporated areas unique, followed by the landscape and history. However, it is clear from the survey that people would like to see more cultural activities, with events such as live music and festivals being high on the list, as well as additional cultural facilities, such as libraries, museums and performance spaces.



## What Makes the Unincorporated Areas Unique?



## The arts help children...



### **Culture is defined with respect to high arts.**

When asked which of various categories respondents consider part of culture, the aggregate responses can be classified into three clusters with minor exceptions. Underlined items do not fit into the category:

1. **High arts & culture** – above the 65% of response marker. Include: museums, attending festivals, public art, going to the theatre, preserving heritage buildings, visiting art galleries, family and heritage traditions.
2. **Local culture/heritage** – between 25% & 65% markers. Include: local farms, local bands, eating at restaurants, the language you speak, reading a book.
3. **Other items** less commonly associated with culture – less than 25% of responses. Include: (watching TV, playing sports, going shopping)

### **Arts and Culture are viewed as important to quality of life.**

It is essential to over half of respondents and of high importance to another quarter. About a quarter of respondents said they engage in arts and cultural activities at least once a week, and another quarter about once or twice a month. The rest seldom attend. Almost all respondents agree or strongly agree that arts and culture programs:

- improve the quality of life in Bernalillo County
- improve academic performance of children
- help develop children's creative skills
- help attract and keep creative people, visitors, and corporations that are important to the County's economy.

### **There is an existing demand for arts and culture.**

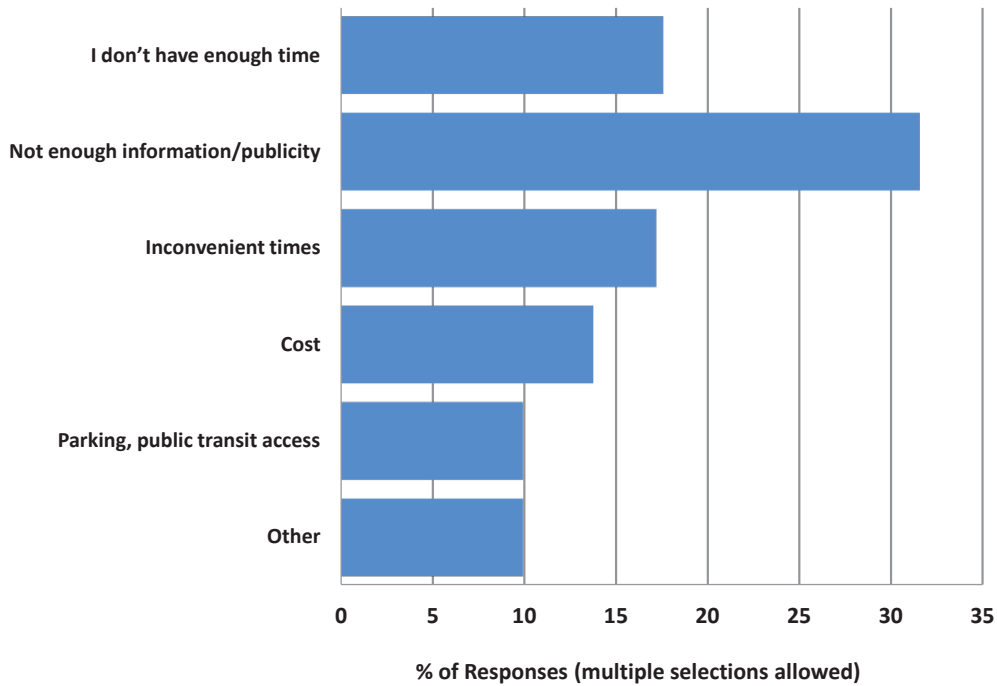
On the whole there is already a demand for arts-related activities that complement or deal with each area's unique history and customs, coupled with a relative lack of demand for the 'higher' more expressive arts (dance, classical music, etc.). In each area we found individuals or groups who are already engaged in projects to improve the arts. This is encouraging to the County's efforts.

### **Church involvement is an important part of culture.**

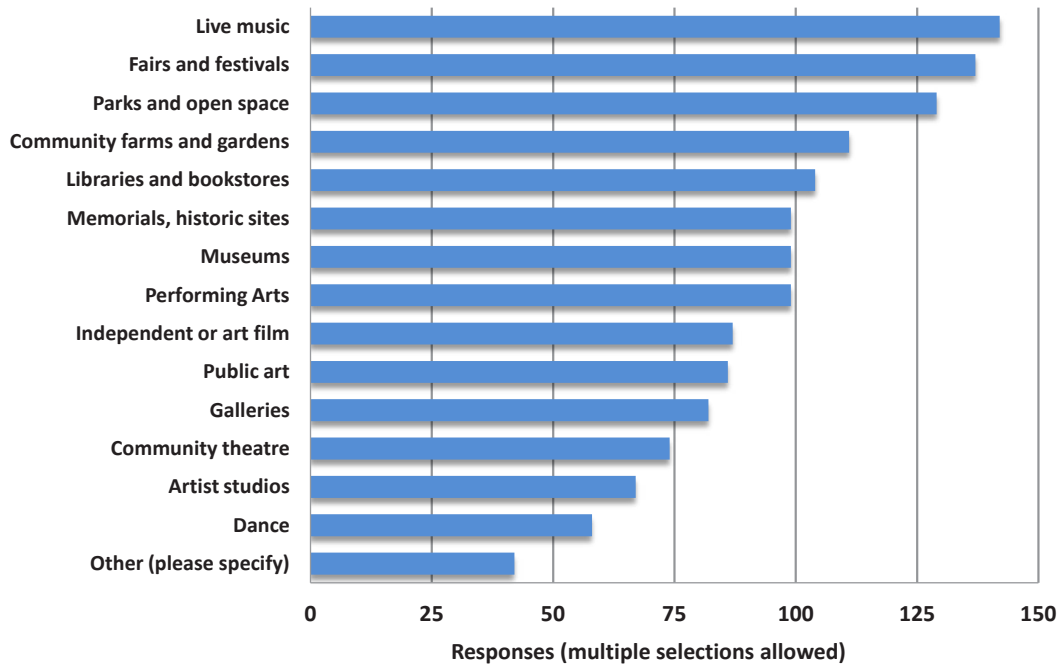
Culture is strongly associated with community churches, especially festivals. There are blessings of the acequias and ceremonies for planting/harvest. Festivals to honor a church's patron saint are found in all three areas. Since each local village usually has a church that serves it, there are multiple festivals in any part of the year for a given unincorporated area.

**County should invest funds to improve quality of and accessibility to arts and cultural programs.**

### What keeps you from attending arts and cultural events?



### What arts and cultural assets/resources do you wish were offered in Bernalillo County?





On the whole, people believe the quality of arts and culture programs in the County and in their area is fair or good. Still, almost all respondents agree or strongly agree that the County should invest funds to improve the quality of and accessibility to arts and culture programs.

### **Cultural Hubs and activities are more associated with City versus the County.**

The question “Where do you go most often for cultural activities” had a confounding factor: the online version of the survey allowed only one box to be checked, while most paper surveys had multiple boxes checked. Even still, the most common places were those commonly thought of as cultural hubs: Downtown, Nob Hill, and Old Town.

When asked about the cultural activities respondents have participated in over the last year and whether they are in the City or County, activity was more often associated with the City than the County. The activities that had the highest ratio of County participation, however, were associated with the open spaces (hiking), rural life (festivals), and historic sites. The lowest ratio were those associated with high culture (film, plays, museums).

### **People find out about cultural activities by word of mouth.**

Word of mouth is clearly the most popular way respondents learn about the cultural offerings they attend. This is closely followed by the Journal, other local publications (IQ, etc.), and emails from groups of which they are members.

### **Access to cultural activities is primarily by car.**

The most common means of transportation is decidedly driving, followed by taking public transit. In comparison, biking and walking are minor.

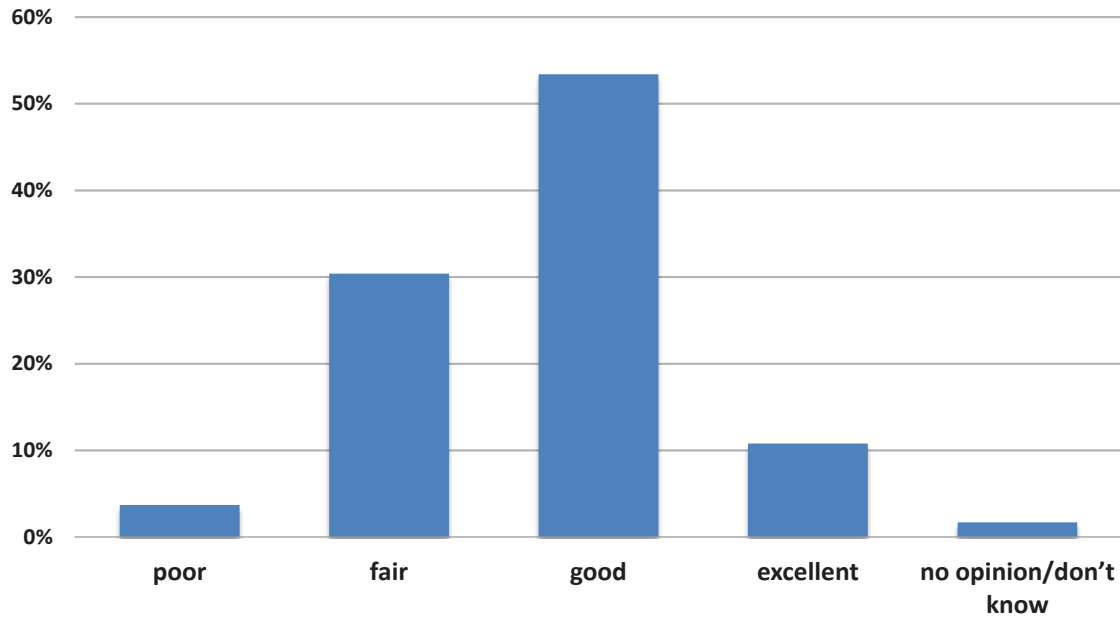
### **Need for a central programming calendar is top priority.**

Common to all areas is difficulty in finding out about events that are already part of the arts and culture tradition. There are many centers that have their own programming, with their own calendars. Moreover, if one does not know of another center, it is difficult to find out about activities

### **Unique/Frequently Mentioned Assets**

Tijeras Pueblo Archaeological Site  
South Valley Pride Day  
Isleta Pueblo Day of the Dead Parade  
Carlito Springs  
Community events: Ignite NM, A/Way (formerly ABQ Sprout), Mini Maker Fair (downtown) -First Friday Art Crawl  
Marigold Parade in the South Valley  
Farmer’s markets – low cost, opportunity to build on them  
Valle de Oro National Wildlife Refuge  
Anderson Fields  
Bachechi Project  
AirDance Artspace  
El Camposanto de Santa Barbara  
Albuquerque Little Museum  
Atrisco Heritage Academy  
Mountain trails  
Vista Sandia Equestrian Park  
Los Poblanos  
Lavender Festival  
NM Ski Museum  
North Domingo Baca Multi-gen Center  
Rio Grande Community Development Corporation  
APS “A is for Art” child artist showcase  
Indian Pueblo Cultural Center  
National Hispanic Cultural Center  
South Valley Economic Development Center

**How would you rate the quality of cultural programs and offerings in Bernalillo County?**



that may be offered. As important as a cohesive calendar, is regularity and consistency in programming. Mel Ribas, manager of the South Valley library branch, notes that especially without internet, people more easily remember and 'get trained' to expect a program when it is offered every Wednesday at 11 AM, for example. As a critical part of the success of such a calendar it will be important to provide relevant advertising (pamphlets, flyers, meetings with community centers), and make sure any web addresses or names are easy to remember. An up to date calendar is key to increasing participation and tourism (either from within the County or outside).

### **Smaller organizations and businesses that are taking on multiple roles and performing many services.**

Small businesses and organizations are not specialized, which may not be a bad thing necessarily, but shows that the market currently does not support a wide-range of specialized arts and cultural businesses.

### **Landscape, history and people are what make the County unique.**

Respondents clearly think that what makes the unincorporated areas unique are the landscape, history, and people. Respondents also have indicated that parks and recreational opportunities are valuable assets. This is in stark contrast to the low percentage who replied: art/galleries and schools. When asked what the key cultural assets/sites of the unincorporated areas are, the overwhelming majority commented on the natural landscape, rural areas, acequias, forest, etc..

There is a decided paucity of Native American culture in the survey. Almost no respondents identified themselves as Native, and very few responses mention Native American culture aside from the Indian Pueblo Cultural Center.

### **Preservation of Rural Essence is important.**

Interviewees for all four unincorporated areas shared only one concern, namely the preservation of the rural essence of each area. Key factors associated with preserving the rural character with regard to future changes are:

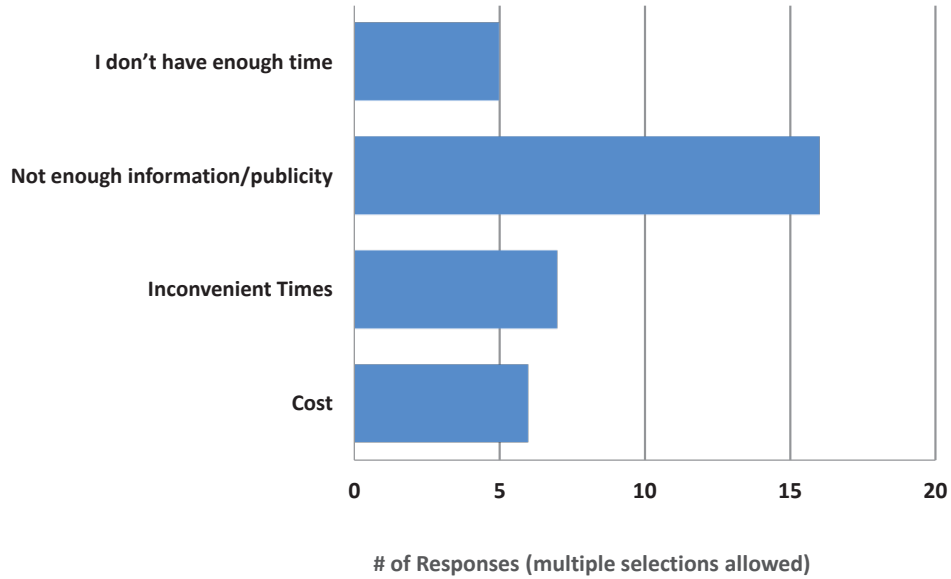
- keeping population density low
- limiting the size of buildings (homes to one story, avoiding big box businesses)
- preserving landscape and natural features (views, trails, acequias)

### **County staff is highly regarded.**

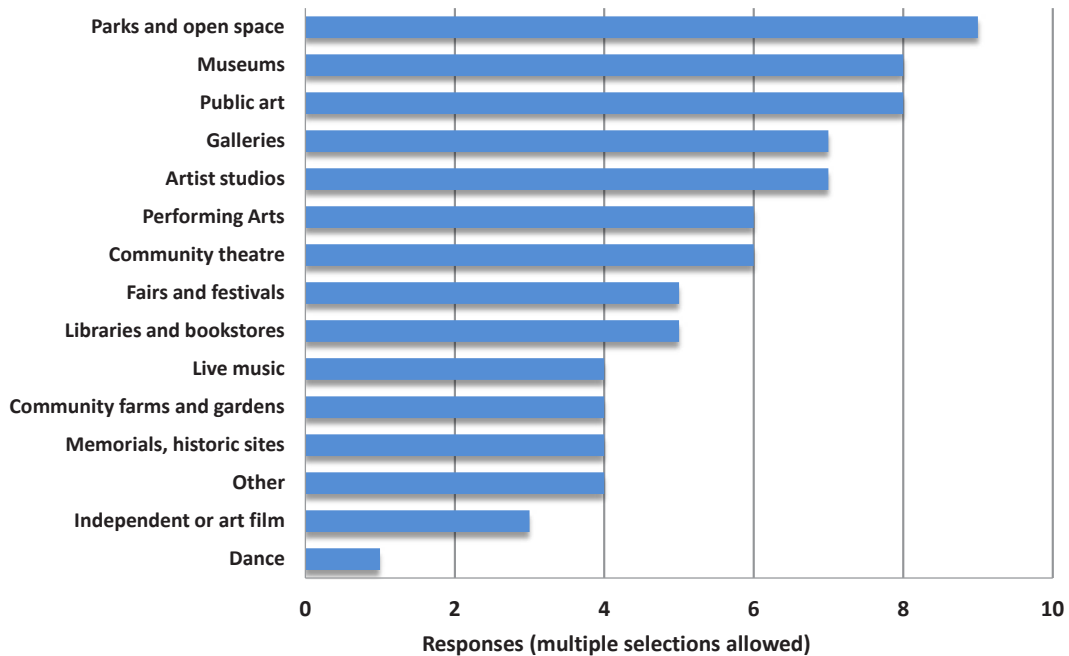
Interview and survey respondents express that they appreciate the helpfulness, ease of communication, and responsiveness of County staff from multiple departments.



## What keeps you from attending arts and cultural events? District 4 Response



## What arts and cultural resources do you wish were offered ? District 4 Response



## Survey and Interview Results Specific to defined areas

Due to the geographic separation of the unincorporated areas Bernalillo County, some findings resulted from regional determinants. Although geographically separated, some areas shared common characteristics and similar findings. Sandia Heights and North Albuquerque acres share attributes and characteristics of more developed communities, whereas the remaining areas of unincorporated Bernalillo County are more rural in nature.

### NORTH ALBUQUERQUE ACRES AND SANDIA HEIGHTS

North Albuquerque Acres and Sandia Heights are planned communities developed in the 1960's. There are very few cultural assets in these areas due to the primarily residential development pattern. Sandia Heights has been thoroughly developed and is unique in that each house was designed for its lot to complement the landscape. Its key assets are hiking/biking trails, vistas, and natural vegetation. Future cultural additions are limited to existing sites, as there is no land for further development in this area.

North Albuquerque Acres, similar to Sandia Heights, is primarily residential, but with a more rural character. There is room for future development, but on the whole its residents strongly desire to maintain its residential rural character. There is a strong consensus to limit traffic growth, light pollution and areas devoted to parking. As a result, the development pattern is primarily residential with a density of one house per acre. When asked about needs or desires for improvement in this area, the president of the home owner's association replied that there really are none as these communities are very close to the City, with easy access to stores, galleries, parks, and schools. She mentioned that the community probably would not be opposed to a community center or park as long as traffic and lighting were kept to a minimum.

### **Outdoor recreational facilities are identified as key assets.**

In mapping exercises, participants primarily indicated outdoor recreational facilities as cultural assets in the area, namely, little league fields, Tramway multi-use trail, parks, mountain and arroyo trails and the Elena Gallegos picnic area. Hiking and biking are key recreational activities in the area. Participants also noted public art pieces at open spaces and parks.

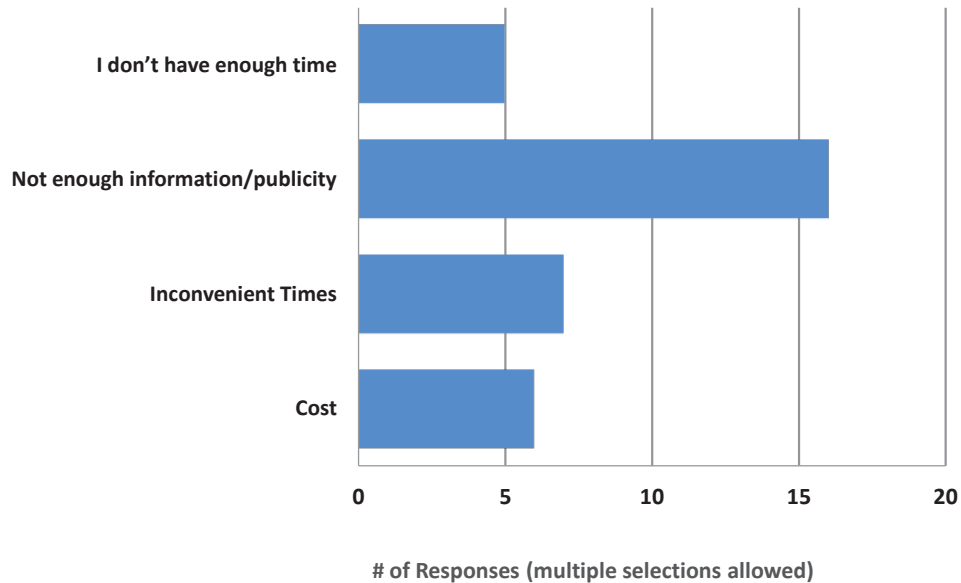
### **There are several centers for indoor activities.**

The focus groups identified Double Eagle elementary school as an asset for festivals, cub scout meetings and as a polling site. Outpost Ice Arena and a City community center were identified for sports and recreation.

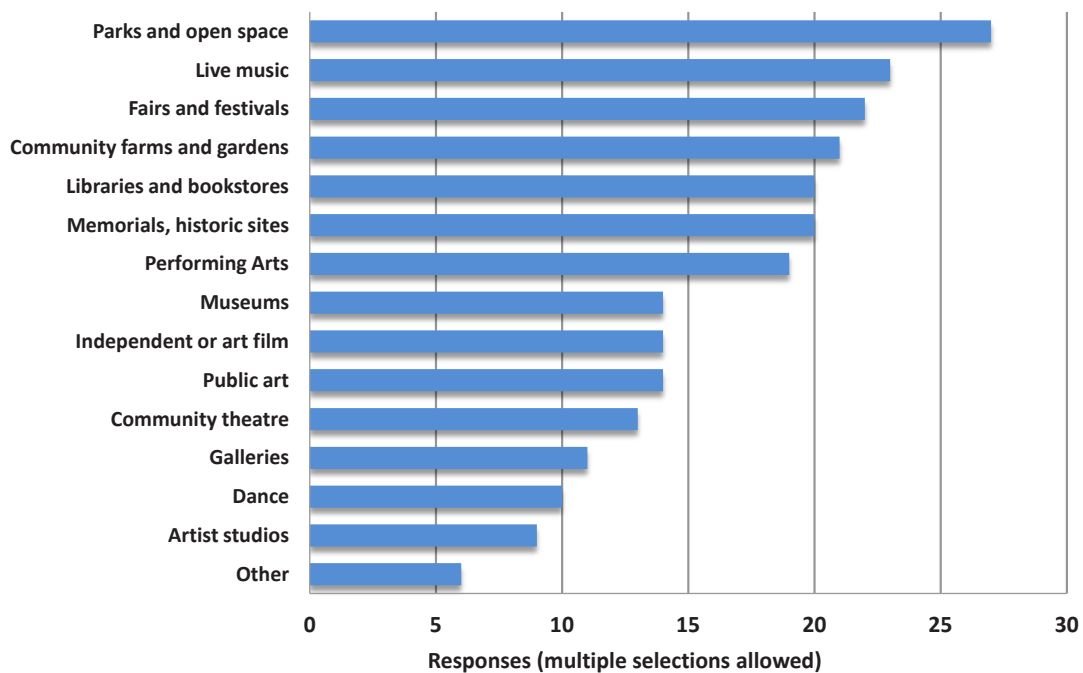
### **Cultural assets just outside of the County are important.**

Other assets beyond the County line identified in mapping exercises included the Tram, Ski Museum, La Luz trail, Rock House and Sandia Casino. Sandia Casino was indicated as a regional entertainment facility.

## What keeps you from attending arts and cultural events? District 5 Response



## What arts and cultural resources do you wish were offered ? District 5 Response





## EAST MOUNTAINS

In general there are two perspectives on the desired character of the East Mountains. Longtime established residents tend to resist modification to their lives in the mountains. They value the rural, quiet life of the area. Newer inhabitants, usually with more disposable income, wish to develop the area commercially and in terms of the arts. Any proposed development must therefore respect the natural landscape (acequias, land contours, etc.) and history of each community, both in terms of their placement and secondary effects (run-off into acequias, noise, etc.).

### **Acequia(s) are highly valued.**

Although the acequias in the East Mountains provide some water, they were never intended to support agriculture on the scale of the valley. The acequia tradition is closely-held, dating back hundreds of years.

### **There is a lack of nice places to go.**

Many respondents indicated a dissatisfaction with the availability of services and activities in the East Mountain area. Specifically mentioned were the lack of coffee shops, nice restaurants, and movie theaters.

Many restaurants seem to sprout up and disappear, probably due to a combination of factors: too high a price point and insufficient advertising at wealthier communities. However, both interviewees from these communities assured there is demand. In addition, one interviewee said there are no central developed areas, indicating that there is little opportunity to cluster businesses. To complicate matters, building permits seem hard to obtain (especially in Tijeras).

### **No truly dedicated art spaces.**

There are no dedicated spaces for performing arts in the East Mountains. The East Mountain Center for Theatre (EMCT) has been able to establish a presence working out of a community center in Sandia Park. The East Mountain area supports two art galleries, established within the last eight years.

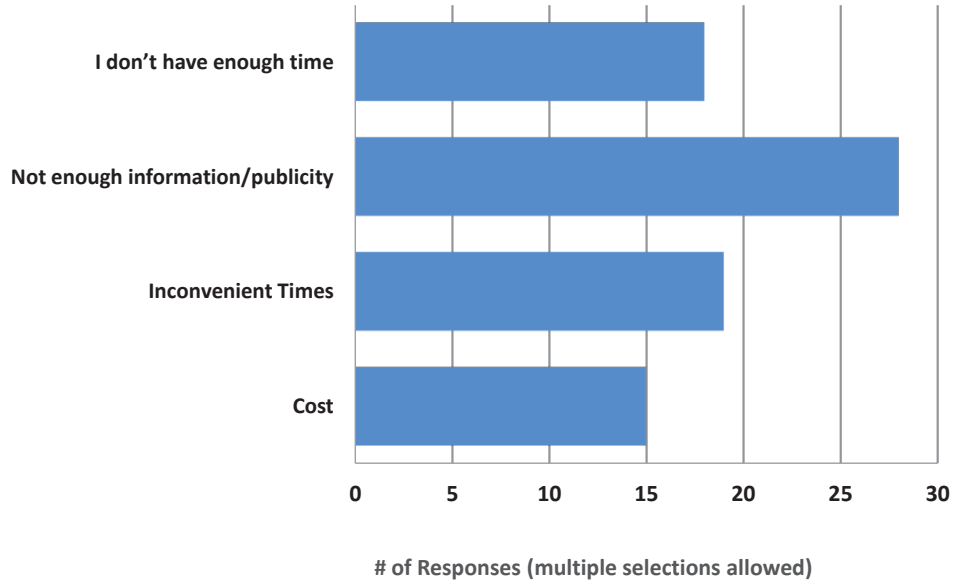
### **There is a demand for more arts and cultural resources.**

One other interviewee expressed he would like his sons to get into music, but there aren't any venues. Another interviewee saw a mural on the wall of an auto shop. She asked the shop owner if he paid for it. He didn't have the money. Instead it was a trade, done in order to make community look better. Another indicator of interest in Arts and Culture is that people often attend shows in local artists' homes.

Mapping exercises were not conducted for the East Mountains due to the lack of representation from the East Mountain community.

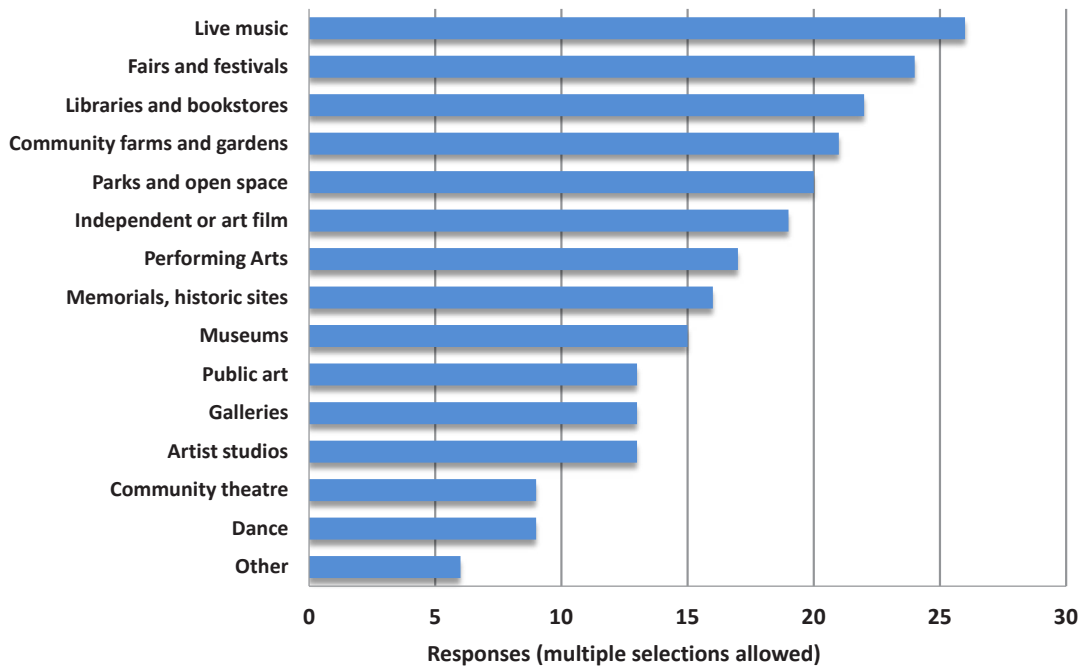
## What keeps you from attending arts and cultural events?

### District 1 Response



## What arts and cultural resources do you wish were offered ?

### District 1 Response



## NORTH VALLEY

### **The North Valley is rich in art and cultural assets.**

The North Valley, with its art galleries, vineyards, bed and breakfasts, equestrian activities and farms, has more cohesive clusters of cultural activities than other areas in the unincorporated portions of Bernalillo County. Many of these cultural businesses are well established and have a strong clientele base from regional Albuquerque and beyond. The rural setting, combined with small village centers, creates an unique environment that attracts visitors and tourists. However, there is great opportunity to grow existing cultural activities and attract new businesses.

### **The North Valley would like to see more support assistance in marketing cultural assets.**

Focus groups and interviews expressed a desire for more information to be available regarding existing cultural assets. Cultural guides, websites, and wayfinding signage were suggested as a means of supporting businesses.

### **Cultural assets exist that are not taken advantage of.**

Interviews revealed that there are cultural assets such as El Camino Real/Route 66 are not being exploited. Participants recommended incorporating historical markers and developing cultural guides to showcase the history of 4<sup>th</sup> Street.

### **Church festivals are important cultural events.**

Interviewees indicates that church festivals draw visitors to the North Valley and have large local followings.

### **Acequias and agriculture are valued cultural assets.**

The acequias and agriculture were identified as cultural assets that must be respected and maintained. Respondents have indicated concern with the maintenance of arroyos, especially with respect to runoff.

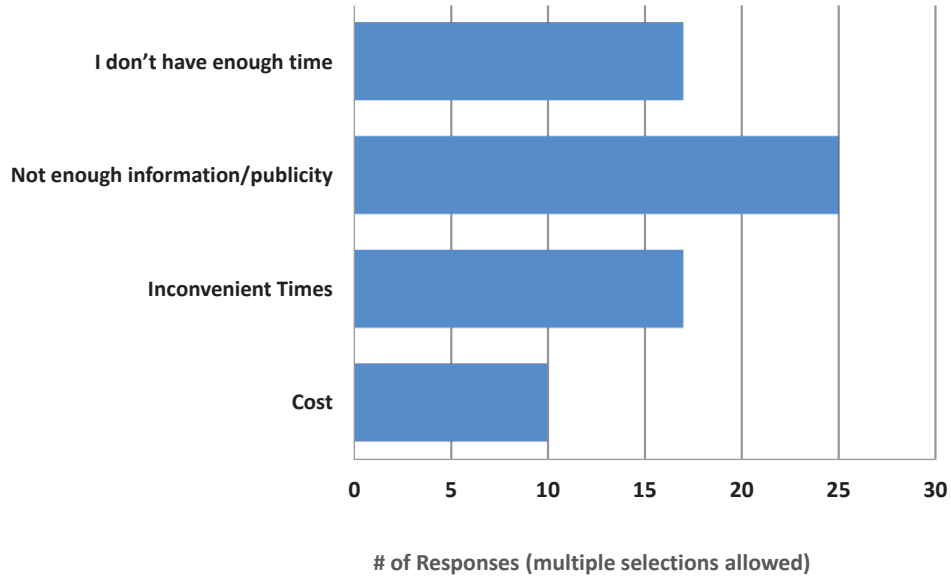
### **Traditional villages are seen as cultural nodes.**

Mapping exercises show that Los Duranes Village and Los Griegos Village are cultural hubs with respondents highlighting parks, churches and community centers.

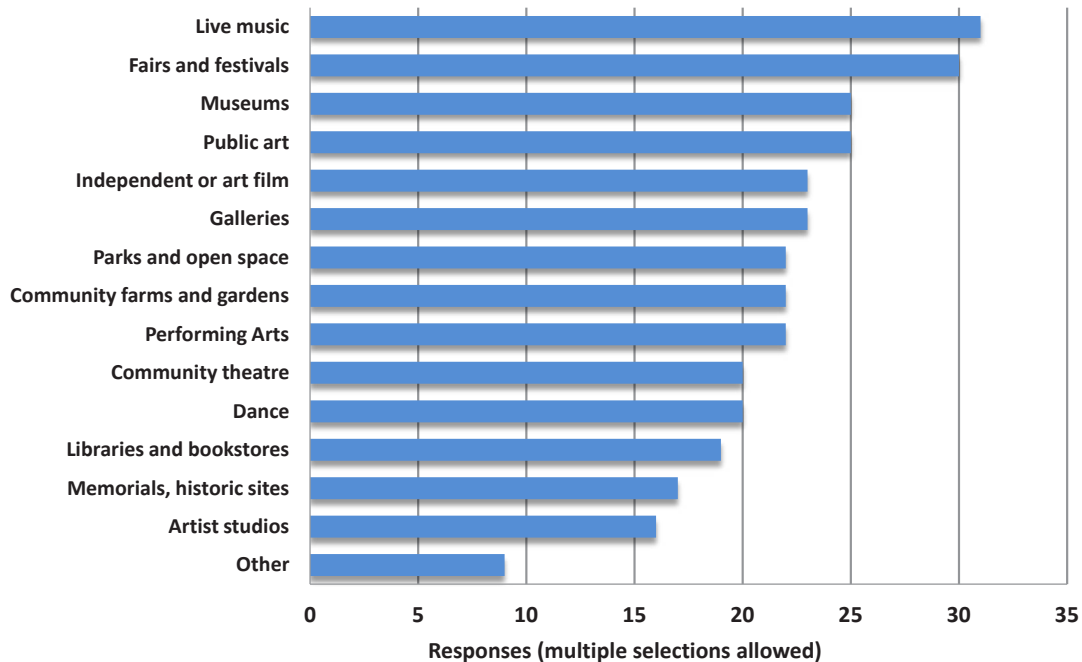
### **Most cultural activities are associated with public community facilities.**

The majority of sites identified on the cognitive map are public facilities, the majority of which are in the City, such as community centers, parks, libraries, schools and senior centers.

## What keeps you from attending arts and cultural events? District 2 Response



## District 2 Response





## **SOUTH VALLEY**

The South Valley is known for its rural character and its collection of small villages near the Rio Grande. The decorative art tradition is strong in this portion of unincorporated Bernalillo County, with clusters of fabricators for materials such as wrought iron, glass, metal, and ceramics. The agricultural tradition is strong in this portion of Bernalillo County with large scale farm production serving the southwest region.

### **Demand for a movie theater.**

Interviews reveal that there are no movie theatres in the South Valley, though there is a demand. One interviewee indicated it seems that banks are leery of funding projects in the South Valley, limiting new cultural facilities.

### **Agriculture figures prominently in culture.**

Respondents indicate that agriculture is prominent in the South Valley. Public art often features agriculture themes. Mapping exercises reveal many small farms which have a long history in the South Valley. Recommendations were made for sponsorship of agricultural festivals with local vendors and artists.

### **Promotion would help local artisans.**

Respondents recommended creating guides and websites with information on local artisans (metal workers, furniture makers) to expand client base.

### **Traditional villages are potential activity nodes.**

Map exercises reveal that cultural assets are clustered around historical villages. Cultural activities such as parks, schools and churches are centered near Armijo Village, Atrisco Village and Los Padillas Village.

### **Outdoor activities are recognized as assets.**

Horseback riding areas, bicycle trails and ball fields are highlighted on cognitive maps.

### **Some cultural activities should remain local to the community.**

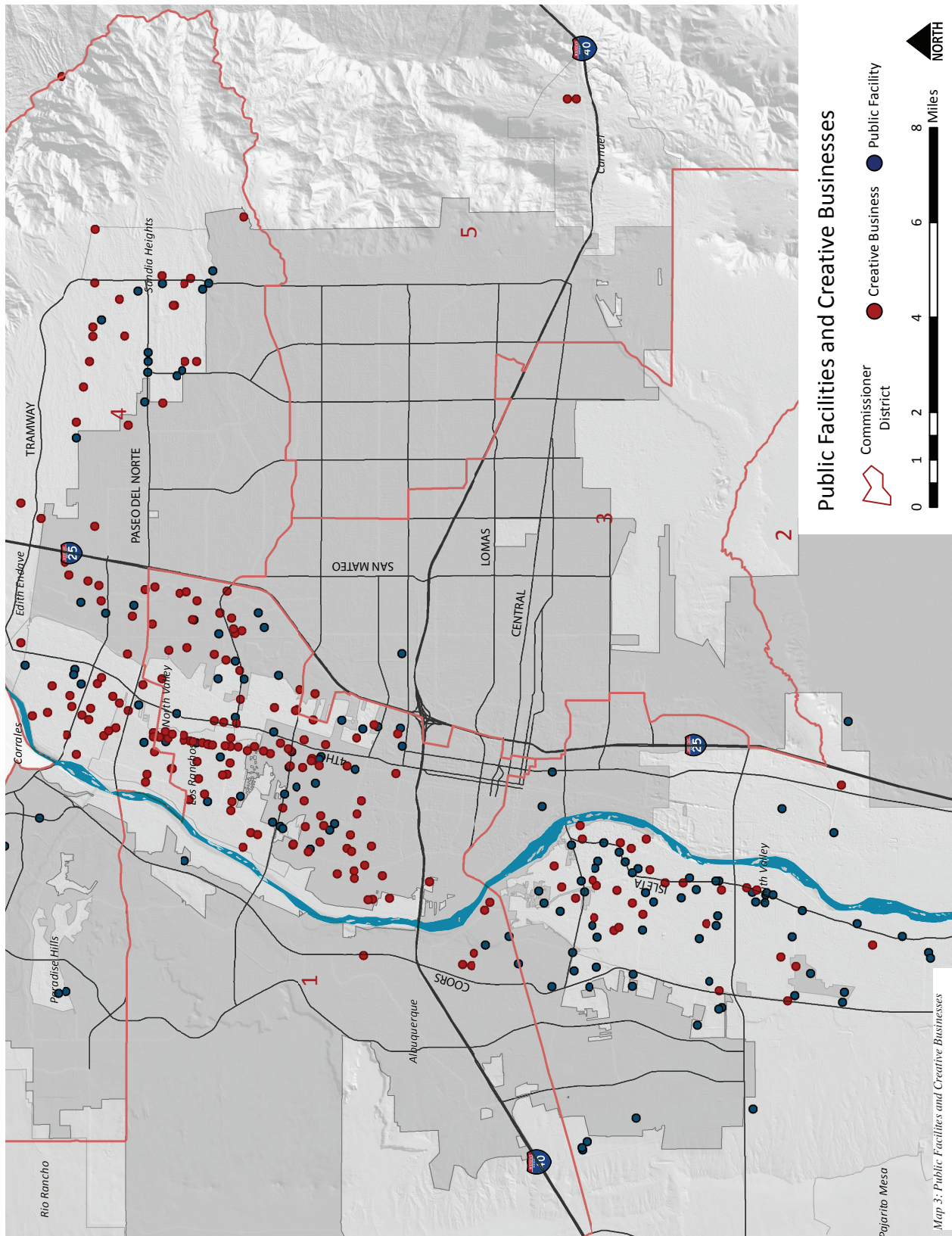
Respondents have indicated that not all activities want increased 'outsider' attendance. The burning of El Kookooee is an event which desires to stay small as a neighborhood tradition.

### **History and tradition are strong.**

Mapping exercises demonstrate that land grants, agricultural history, traditional villages, churches and festivals have a strong cultural impact on the area. Though diverse in nature, the cultural assets identified by the community mainly can be found bordering the historic El Camino Real.

### **Wildlife and the bosque are considered cultural assets.**

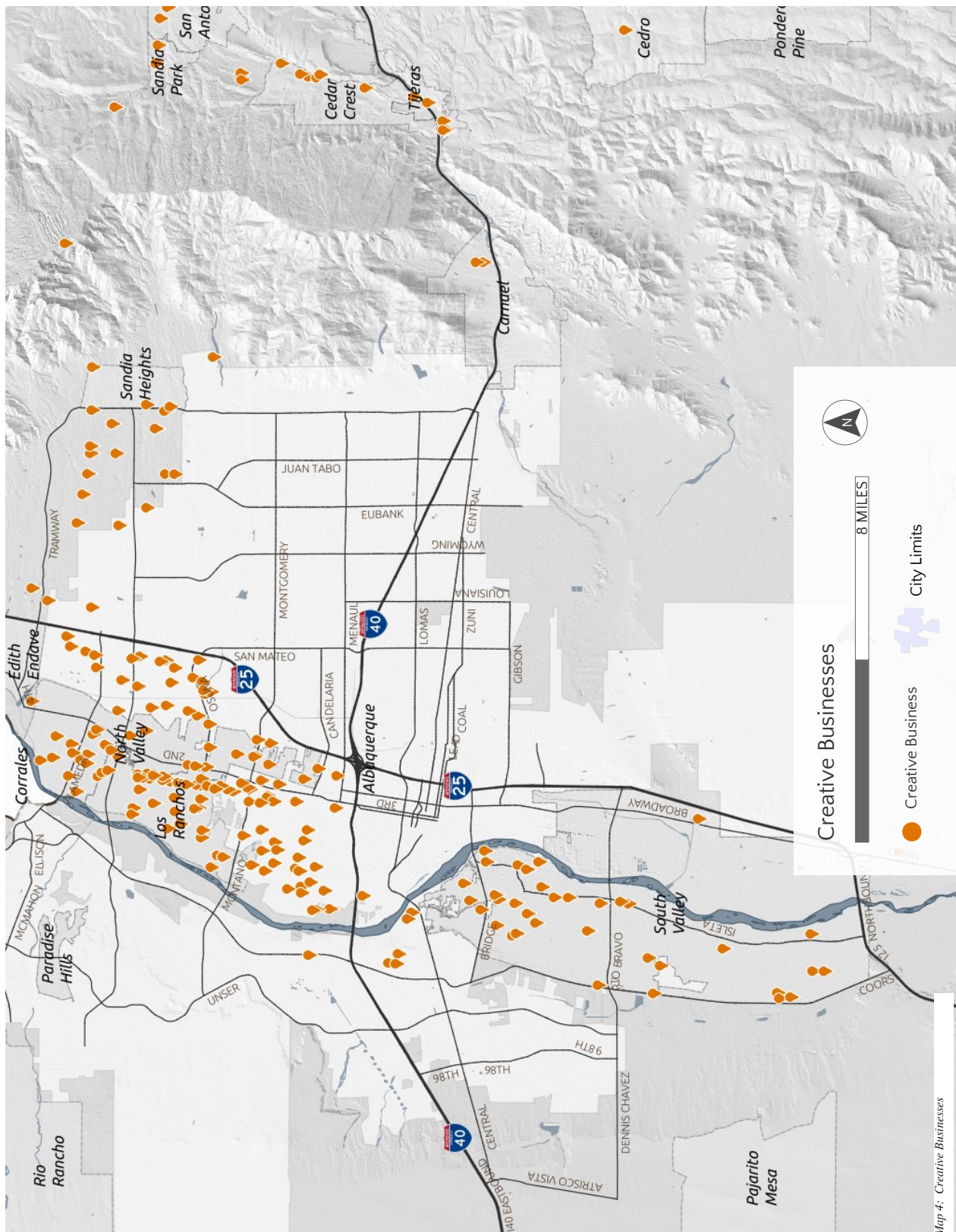
Valle de Oro, the bosque, migrating bird paths and pasture lands were noted as assets on cognitive maps.



## Physical Inventory Results

The findings from the physical inventory are clear: the unincorporated areas of Bernalillo County are home to a wealth of cultural assets. Currently, we have identified over 700 features using a variety of sources (please see appendix for a detailed breakdown). These include 179 public sites and facilities, 230 natural and cultural heritage sites, over 242 creative industries, 43 festivals and events, and over 25 arts and cultural organizations. For the most part, these assets are well distributed across several sub-categories and vary in each of the four geographical areas, making each area quite distinct from other locations in the County.







## **Creative Businesses**

The unincorporated areas have at least 242 creative businesses operating within their boundaries. Many of these businesses are located in the North Valley (over half), with a clear clustering of businesses around the antique mile on 4th Street between Montañito and Paseo del Norte. There are a smaller number of businesses clustered along Bridge Avenue in the South Valley and around Tijeras town center, but overall, the South Valley and East Mountains lack the concentration of businesses found in the North Valley. There are also a surprising number (over 20) of creative businesses in the unincorporated areas of the far NE Heights, given that this area is almost exclusively residential. However, the North Valley, along with the I-25 corridor, are the clear homes of creative jobs in the unincorporated areas of the County.

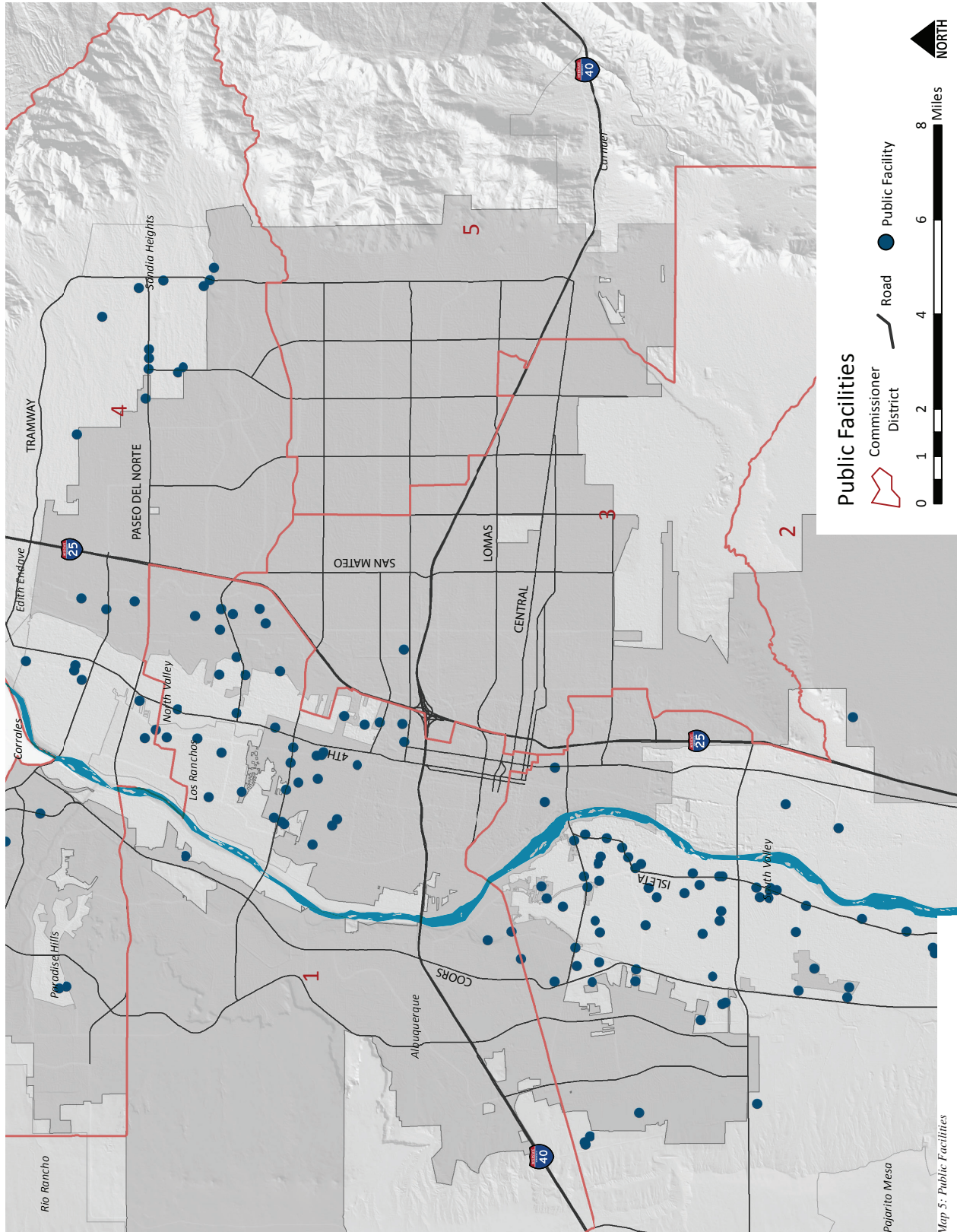
Many of the creative businesses that were uncovered are smaller businesses that do not necessarily operate out of bricks and mortar storefronts. For the most part, these smaller, home-based businesses seem to be centered around professional services such as architecture, photography, graphic design, and video and sound production. These findings reflect the nature of many creative businesses, which are run by self-employed individuals who may represent the mobile, younger, creative class.

There are also quite a few art galleries (13), and artist and musician studios (23). In terms of artists, this is probably an undercount, as many artists do not advertise their addresses, and as such it is hard to determine how many actually operate/live in the unincorporated areas of the County. What is clear, is that there is a growing artist scene in the North Valley especially and there are a large number of artists living in the East Mountains.

The County is also supported by several culturally-based stores, including eleven bookstores, at least a dozen coffee shops, ten antique stores, and several specialized arts and cultural stores such as La Parada Mercantile. Once again, many of these assets are to be found in the North Valley. The East Mountains also has a diverse blend of creative businesses, including tourist destinations such as several galleries, gift stores, and smaller bars and restaurants.

In addition to traditional arts-related cultural businesses, there are at least eighteen businesses related to tourism and hospitality, including three Indian casinos and seven B&Bs. Many of the B&Bs are clustered in the North Valley, which points to an active tourist market in this area, and indicates opportunities for other cultural activities in the North Valley. Indeed the B&Bs in the North Valley are contrasted with the total lack of such places in the South Valley. As with other cultural assets (such as historic buildings) the South Valley has a decided lack of such assets relative to North Valley areas, despite having a similar history, rural character, and sense of place.

The casinos, while not usually considered cultural assets, are clearly key destinations within the County. They, along with bars and restaurants, host live entertainment and bring in guest artists. As any one who has attended a Casino event (such as a musical performance) can attest, the venues attract major performers and bring in visitors from throughout the region. In many ways, they fill a gap in the Albuquerque metro region by providing space for a wide-ranging set of performances that would not come to Albuquerque otherwise. However, they also point to a need for the County, and the City of Albuquerque, to cultivate similar performance and entertainment spaces within their jurisdictions, in order to better capture tax revenues and drive activity to more centrally located districts within the County.



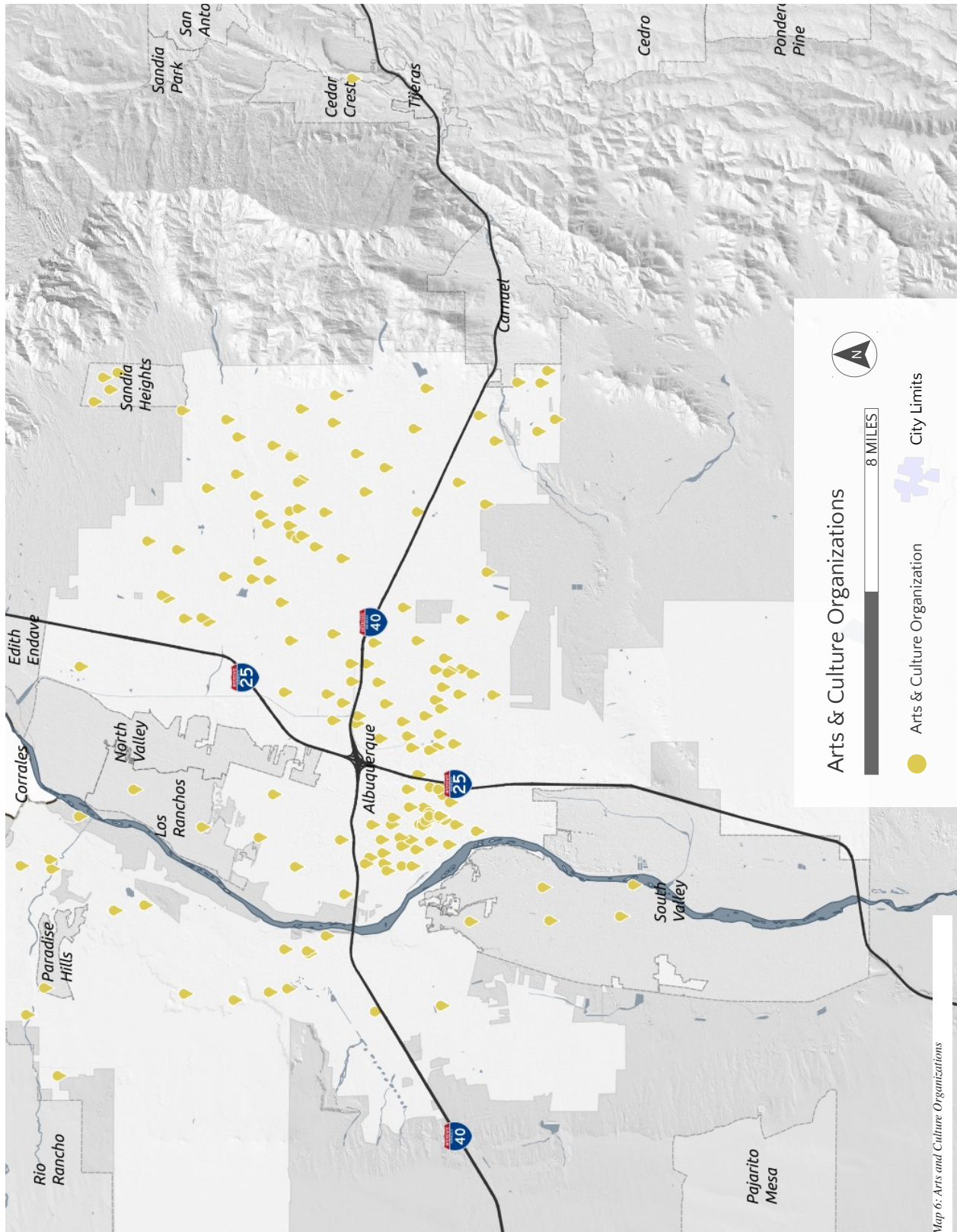
## Public Facilities

Unlike creative industries, the public facilities in the unincorporated areas are more evenly distributed (see Maps 3-4). There is a large cluster of activity south of Bridge Blvd, between Isleta and Goff. In this area, one can find the South Valley Economic Development Center, the Westside Community Center, several schools and churches, and South Valley Academy. There are further clusters in the North Valley along Montañño and Alameda as well as in Tijeras. For the most part, then, the community centers (12), schools (59), churches (60) and performing arts venues (8) can be found in all areas of the County. This mirrors in some ways the distribution of public facilities that is found in the NE Heights, where there is a well-planned set of community centers, parks, schools, etc.

This finding is promising, as it shows that many residents of the County have access to some form of public space for cultural activities. And, these places play a key role in the cultural life of the County. By functioning as support centers, where a whole host of activities can take place, they enable and promote everyday culture. They also fill in a gap left by the lack of larger cultural institutions (such as performing arts centers) within the County. Despite the importance of these assets, they are often not recognized as places of culture. Yet, they remain integral facilities that provide a wide assortment of services and opportunities for residents that *are not* provided by other institutions. The South Broadway cultural center, for instance, is a clear hub of activity. While it is technically within the City limits, it hosts a variety of events and shows intended for many audiences.

If anything, the unincorporated areas of the County do not contain the concentration of “high cultural” institutions usually associated with thriving cultural districts. While there are five museums, they are smaller facilities that are scattered throughout the County. They are not clustered in distinct cultural districts like the keystone museums along Mountain Road and Rio Grande Boulevard within the city limits. Furthermore, the unincorporated area seems to be home to only eight small theaters and performing arts halls, although many of the schools have performance spaces that host less well-known events. Once again, the Casinos are the only facilities that can accommodate large scale performances. However, the less-specialized nature of these smaller spaces may be an asset because it makes them flexible. For instance, the North 4<sup>th</sup> Street Theater not only puts on theatrical performances, but hosts classes, serves as an art gallery, and functions as a hub for cultural activity.





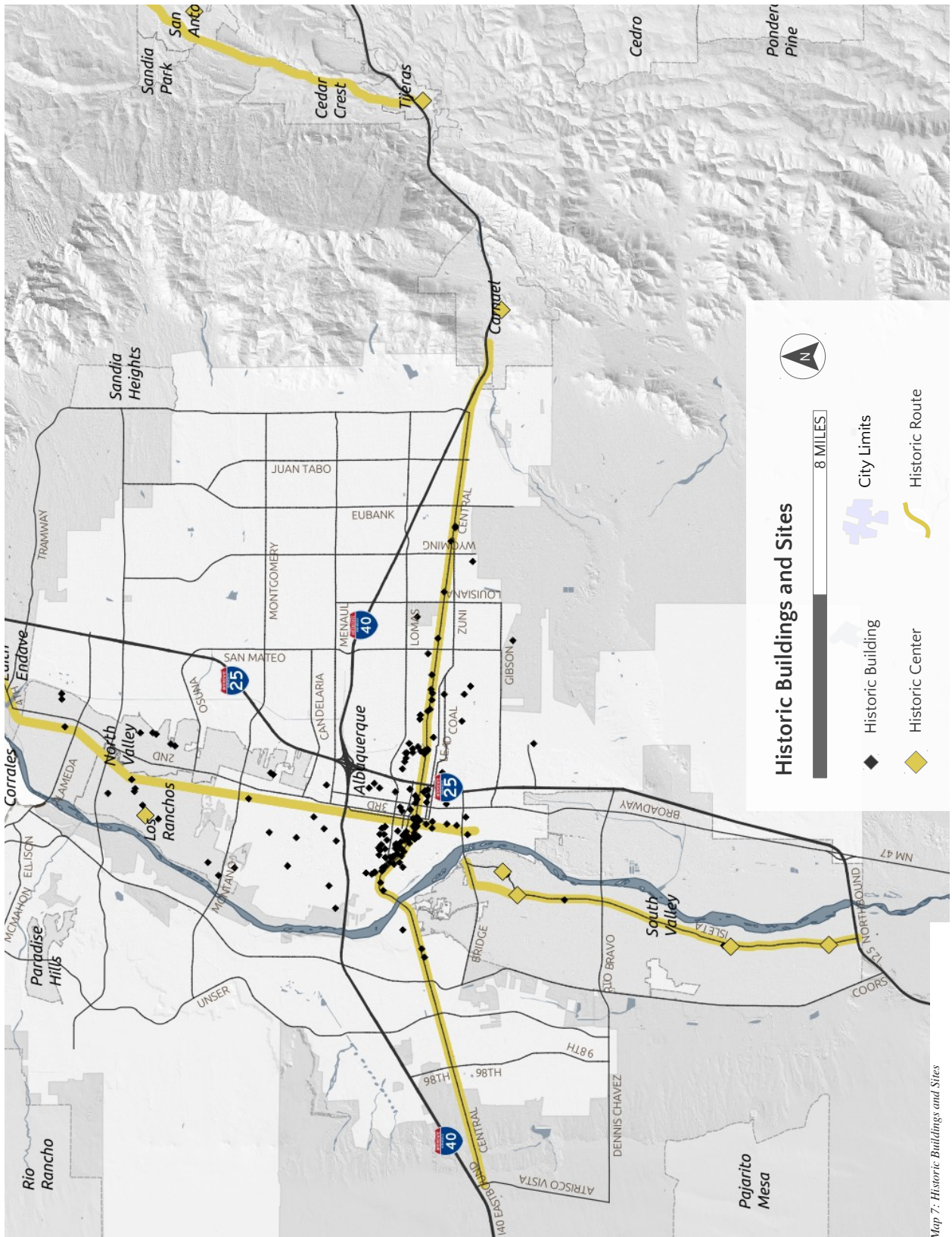


## Organizations

Only around 25 arts and culture-related organizations have so far been uncovered by the physical inventory (see Map 6). Like creative businesses, many of these organizations are smaller and less well known than some of the bigger organizations that are primarily based in Albuquerque. Indeed, the unincorporated areas of the County do not have the organizational presence of more centralized areas of the County. There are no large arts councils, for example, nor are there any large historical societies, theater groups, visual arts groups, or large-scale funding organizations.

Despite the lack of groups that promote high culture, there are many organizations that are related to the historical heritage of the region. These include the Atrisco Heritage Foundation, East Mountain Historical Society, Turquoise Trail Association, and the South Valley Association of Acequias. Each of these actively promotes the local community by either directly maintaining the physical cultural legacy of its community, or by promoting, protecting, and preserving those assets that are meaningful in each neighborhood. Also important are a small number of performing arts groups that keep history and culture alive through performance.

Many other organizations are not primarily cultural organizations, yet provide cultural services due to the nature of the areas they serve. For instance, the Rio Grande Community Development Corporation is a keystone organization in the South Valley that promotes more than economic development. It actively cultivates and nourishes the South Valley's identity. Similarly, La Plazita, Centro Sávila and local churches also provide services that are related to the area's culture.



## Natural and Cultural Heritage

Bernalillo County is home to a wealth of natural and cultural heritage sites. These include over 70 parks and open space areas, over 30 distinct large farm sites, close to 40 historic buildings, dozens of trails, and an incredible amount of archaeological and indigenous sites (see Maps 7-8). There are also a number of historic village centers that remain hubs of activity. Each district remains unique with its own events, buildings, views, residents, and history.

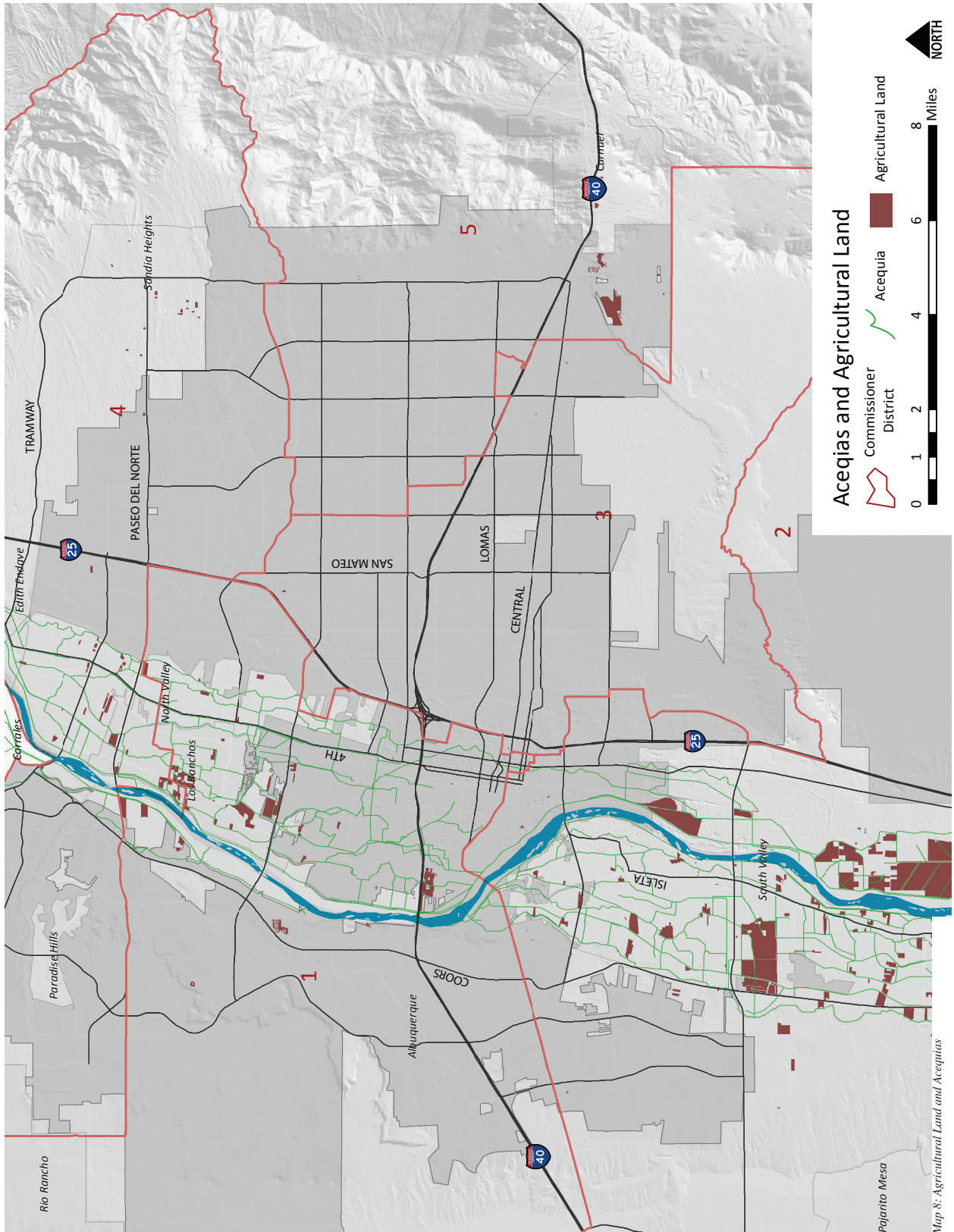
The area is also crossed by several historic corridors including El Camino Real, Route 66, and the Turquoise Trail. The historic corridors are further supported by newer routes that link traditional village centers and are now home to newer commercial developments. These include Isleta Boulevard (the lifeline of the South Valley), North 4<sup>th</sup> Street, and, in the East Mountains, Highways 14 and 337. There are also many bike trails, although these have mainly been developed for recreational purposes (e.g. bike trails in the foothills) and do not necessarily function as an alternative transportation option for commuters.

Perhaps the most important natural and cultural asset of each community remains the agricultural heritage. While some farm sites have been preserved, most large scale farms have disappeared in the North Valley and continue to be threatened in the South Valley. Once important farming areas in the East Mountains have disappeared due to shortages of water and an unfriendly global market. In any case, the agricultural landscapes that remain are vitally important to the cultural heritage of these areas. Places like Los Poblanos' fields, Sanchez Farms, Candelaria Farm, and others will only grow in importance as more land is developed for housing. And the acequia network remains a vital system that not only distributes water but makes these places' ways of life possible.

Similarly, the open space areas of the County are a central asset. What makes these areas unique is the fact that one can step outside the City and experience the still existent rural character of much of New Mexico. For example, while traveling along the Bosque multi-use trail, or hiking through the Elena Gallegos open space, one inhabits another world, outside the City and beyond the hectic nature of our 21<sup>st</sup> century schedules. Indeed, these natural spaces may be as important as any historic building or cultural event in preserving the unique character that makes Bernalillo County special.

It is also clear that the urban fabric and design is important to the unincorporated areas' culture. Part of what makes these areas unique is are the physical elements of design. These elements have been discussed at length in other reports. What is crucial to understand is that these design elements clearly contribute to the sense of place in these areas, even when they are not officially recognized or designated on a historic register. Indeed, the cultural and natural heritage of the unincorporated areas of the County cannot be mapped in any way that does justice to the breadth and importance played by all design elements. Therefore, while the physical inventory may list 70 parks and open space areas, the entire landscape is vitally important to the cultural identity of each community. Celebrating, protecting, and prioritizing those places that are most important to people will be a challenge for any cultural plan going forward.







## **Festivals and Events**

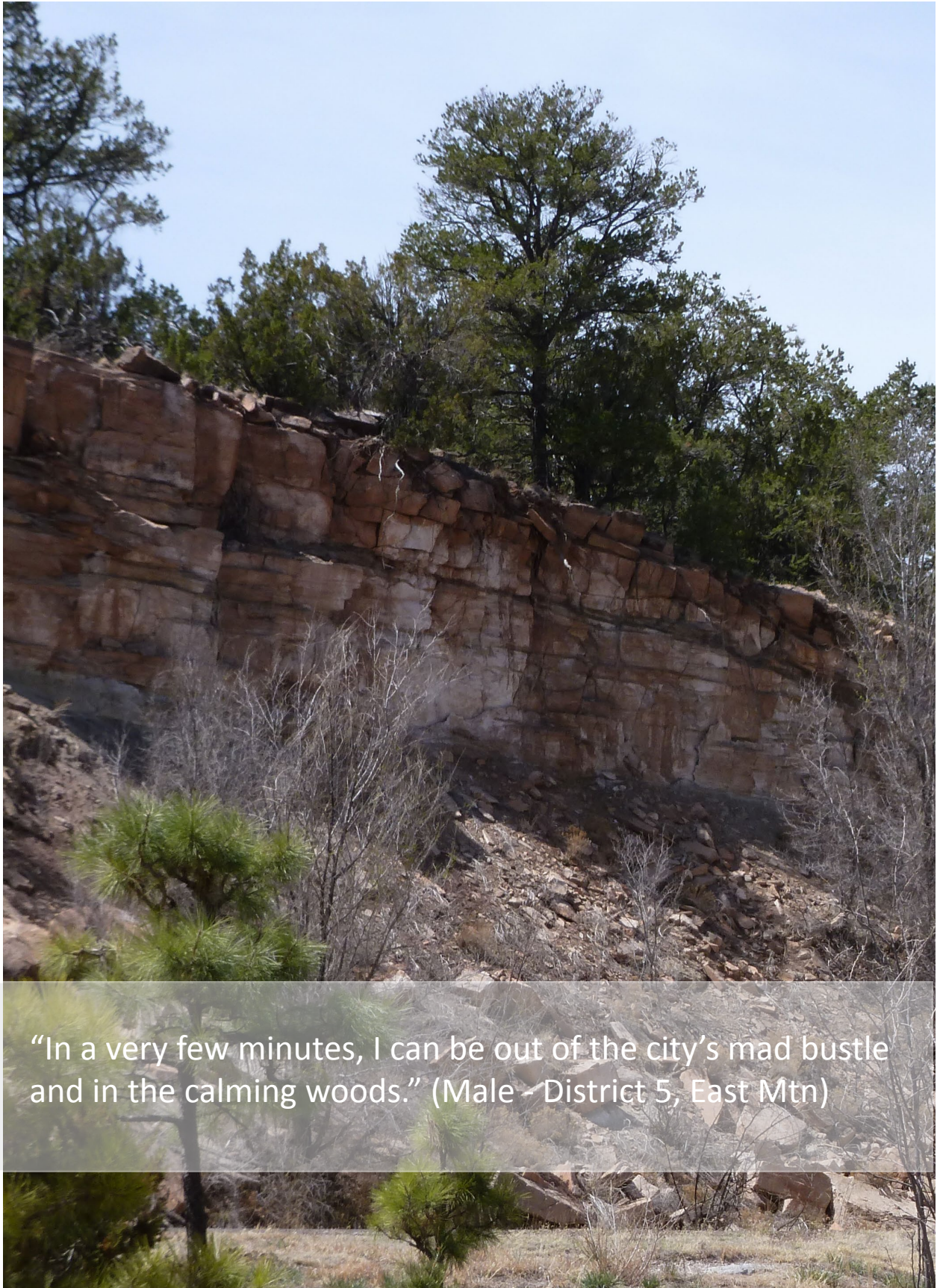
While the physical, built heritage in these areas is undoubtedly important, The unincorporated areas of the County also host at least 50 festivals and events, many of which are related to the agricultural and historical heritage of local communities, for instance, the Marigold Parade in the South Valley, many other Dia de los Muertos festivals, traditional fiestas in the East Mountains, the Local Food Festival and Field Day in the South Valley, and many other food festivals. Many smaller scale events may also be hosted by local neighborhood associations and at the schools. These events will remain a crucial component of each area's identity, even if they are not more widely advertised or attended. While some may benefit from increased participation and tourism, others would probably best remain as smaller, intimate events organized for local residents.

It is probably an understatement to say that these festivals are crucial to the ongoing preservation of the South Valley's identity. As JB Jackson, a New Mexico writer on cultural landscapes, wrote, "a sense of place is something that we ourselves create in the course of time. It is the result of habit or custom." In other words, a sense of place does not exist solely because of the physical landscape or the elements that are already there. A sense of place only comes alive when celebrated through long-standing events, festivals, customs, etc., and these events are not only tied to places, they make places unique by their continual celebration.

## **Intangible Assets**

Perhaps the most fruitful insight of the physical inventory has been to reinforce the importance of *intangible assets* within the County. These are assets that cannot be as easily mapped because they are deeply rooted in resident's identities and sense of place, yet, they provide the foundation for physical assets; they represent the cultural place that physical assets inhabit. For instance, the historic buildings in the North Valley are intimately tied to the unique sense of place that permeates the North Valley. This sense is rooted in intangible assets, including an agricultural tradition, history, families, and the urban fabric itself. The South Valley - perhaps even more so - is strongly grounded by its intangible cultural heritage. Its agricultural roots, for instance, are deeply tied to family histories, stories, place names, and a rural culture that slowly grew around distinct village centers and relied upon a community managed system of acequias.

The importance of these intangible assets is attested to by the desire of residents to preserve physical assets in the face of development pressures. For instance, the desire to slow the pace of new development is not only about preserving the land. It really is about preserving an intangible cultural heritage. What is lost, for example, when an old farm is sold and developed into new housing is not just the land, but the stories that run with the land, and the unique character that makes the site a unique place with a history tied to real people. Moving forward then, it will be important to understand how the tangible, physical places and systems within the unincorporated areas reflect (and could preserve) the intangible cultural heritage of each place.



"In a very few minutes, I can be out of the city's mad bustle and in the calming woods." (Male - District 5, East Mtn)

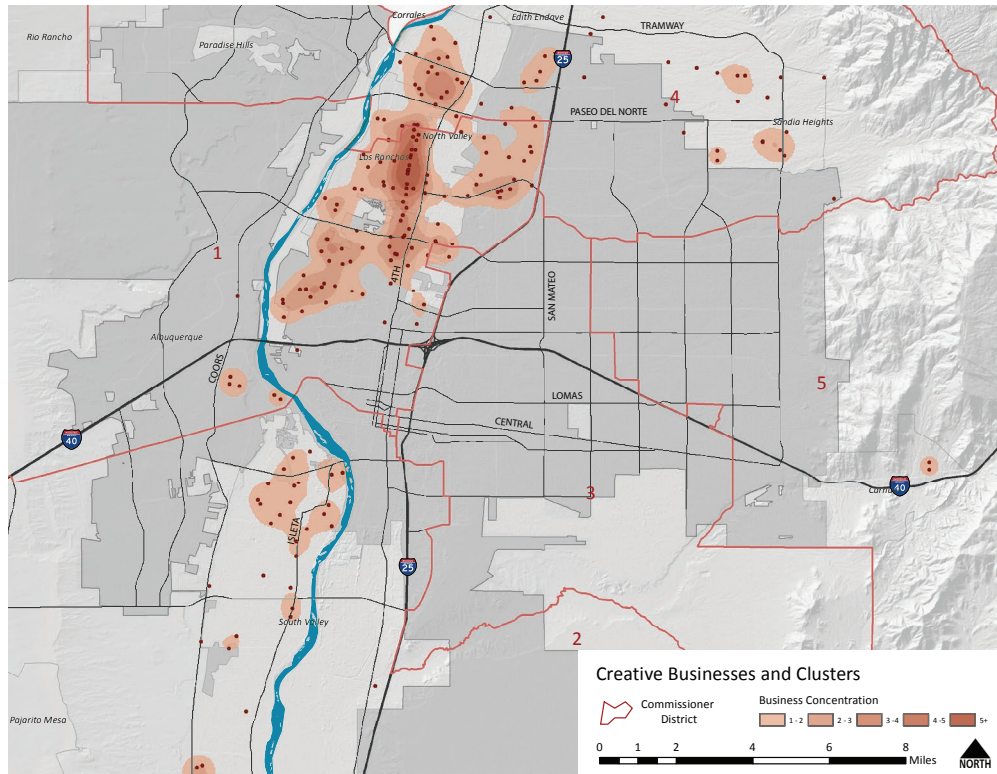


## Initial Conclusions

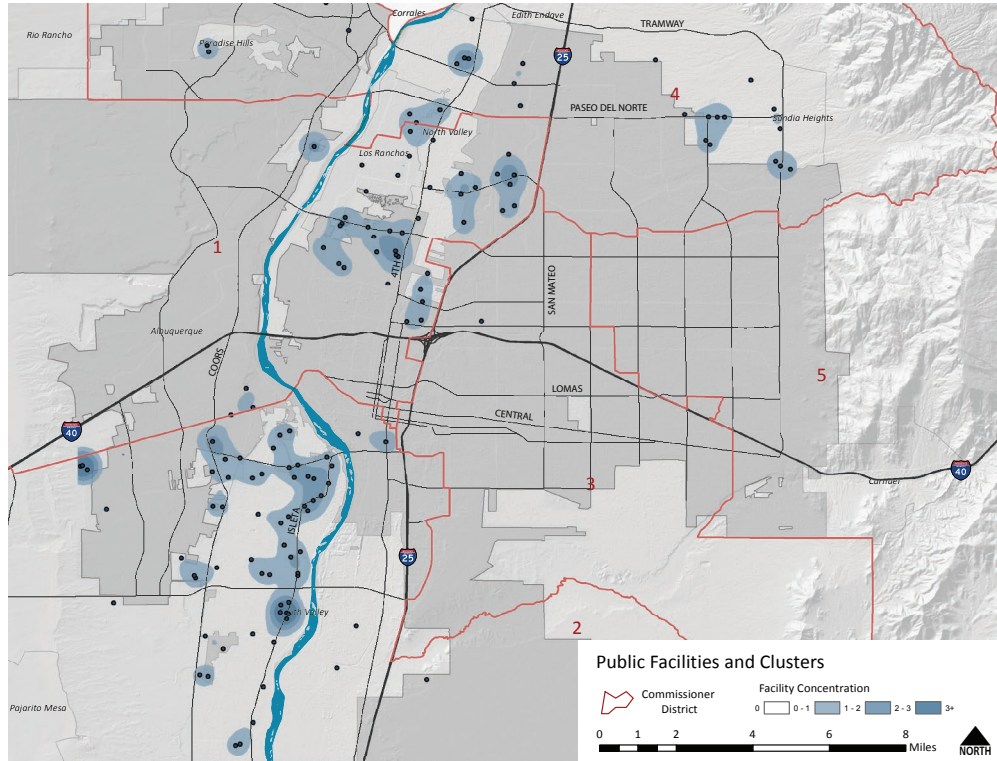
*Given this broad overview of culture in the unincorporated areas of Bernalillo County, what are some conclusions that can be drawn? For one, we can acknowledge that the unincorporated areas of Bernalillo County offer a large number and a wide variety of cultural services and attractions. It is also clear that due to the geographical proximity to the City of Albuquerque, many residents in unincorporated areas participate in cultural activities in both the City and the County. Secondly, there are very distinct patterns of cultural activity in each of the four areas of unincorporated Bernalillo County.*

In North Albuquerque Acres and Sandia Heights cultural attractions and activities closely respond to needs of strong residential development trends and the proximity to the mountains. Outdoor recreation figures prominently. In the East Mountains, rural development patterns and the lack of development clusters seems to affect the development of artistic venues such as performance spaces and galleries. The North Valley and the South Valley are both rich in history, agriculture and the decorative arts. However, according to interviews and scheduled activities, only the North Valley seems to regularly draw visitors and tourists.

Due to the geographical separation of unincorporated Bernalillo County it is difficult to assess the four areas collectively. Each area is unique in cultural assets and opportunities, yet faces specific challenges with respect to growing a healthy creative economy. For example, North Albuquerque Acres and Sandia Heights are in close proximity to the Sandia Mountains with opportunities for outdoor recreational activities and cultural activities associated with the Sandia Mountains. The East Mountains, rich in culture and history, lacks areas for people to collect and participate in cultural activities. The North Valley offers a diverse range of cultural activities including agriculture, fine arts, and history, but fail to fully realize the potential of its assets. The South Valley has similar cultural attributes as the North Valley, but fails to attract the visitors, primarily being associated with service and manufacturing. A more in-depth study looking at the specific conditions of each unique area is necessary in order to fully understand the potential of the cultural assets of Bernalillo County.



Map 9: Creative Businesses and Clusters



Map 10: Public Facilities and Clusters

## **Potential Arts and Culture Nodes**

Data collected from mapping exercises, interviews and surveys begin to paint a picture of opportunities for cultivating a diverse collection of art and cultural nodes. Each node has been selected based on the collection of related cultural assets that with some planning efforts have the potential to develop into a cultural destination. Each node is unique, both in assets, issues and opportunities and will require further study in order to ascertain and develop a strategy for development. In addition, historic roadways are indicated as places which could be further recognized as cultural assets in the County. Nodes and historic routes indicated here are general, further research is required to determine physical boundaries, the value for development and potential as an arts and cultural districts.

### **Cultural Nodal Opportunities**

- 1. Alameda and Rio Grande**
- 2. Village of Los Ranchos**
- 3. Villages of Los Candelarias**
- 4. Village of Los Duranes**
- 5. Los Griegos**
- 6. Armijo Village**
- 7. Atrisco Village**
- 8. Pajarito Village**
- 9. Los Padillas Village**
- 10. Valle de Oro**
- 11. Highland District**
- 12. Elena Gallegos Picnic Area**
- 13. La Luz**
- 14. Tijeras Village**
- 15. Cedar Crest/San Antonito**

### **Roadway Opportunities**

- 16. Turquoise Trail**
- 17. El Camino Real**
- 18. Route 66**
- 19. Crest Road**





"The County needs to better utilize all the open space that it currently owns to invest and foster cultural services. Most important, invest in the children of Bernalillo County to develop an appreciation for culture." (Female - District 2)

## Recommendations

*This inventory and mapping project has made it clear that it is important to understand and foster the unique attributes of each of the four distinct areas of unincorporated Bernalillo County. Each area has a distinct set of identities, and a one-size-fits-all solution will probably be ineffective. For example, what has been working in the North Valley may not work in the South Valley, despite their apparent similar histories and character. If anything, this inventory reinforces the fact that Bernalillo County is home to a huge variety of community identities that will not benefit from a one-size-fits-all approach. Any cultural plan moving forward must therefore consider the County region as a whole while also understanding that cultural policies will have to be targeted to the unique needs/opportunities of each community.*

### **Recommendation 1: Coordinate with the City to develop a cultural plan for the entire Bernalillo County.**

A county-wide cultural assets map is something we believe the County needs to invest in because it will raise awareness of the rich fabric of cultural assets across Albuquerque. The boundaries of the unincorporated areas of Bernalillo County are in many places so interwoven with the City of Albuquerque (as well as Tijeras Village and the Village of Los Ranchos) that it becomes difficult to separate the issues and opportunities by jurisdiction. Many residents of both Albuquerque and the unincorporated areas can not identify where the unincorporated Bernalillo County begins or even what unincorporated means. To most residents of Bernalillo County, the City is divided by quadrants, and consider the North and South Valley, North Albuquerque Acres/Sandia Heights and the East Mountains as unique areas and neighborhoods.

Furthermore, the City of Albuquerque is currently conducting a city-wide cultural asset inventory, having recently completed the northeast heights quadrant. It is the hope that the City's Cultural Asset Inventory will lead to a cultural plan that is the foundation for sustainable cultural planning endeavors. We recommend that the County coordinate planning efforts in order to take advantage of the resources, findings and recommendations of the City's efforts as well as achieve a more comprehensive understanding of the complex relationship between City/County assets and services.

## **Recommendation 2: Build on unique existing assets.**

Each of the four geographical areas within unincorporated Bernalillo County has unique attributes that could be cultivated into cultural activity nodes. The South Valley and East Mountains have a wealth of cultural sites and resources but they are not well known or necessarily obvious, something the business owners and non-profits referred to as “hidden treasures.” North Albuquerque Acres and Sandia Heights have immediate access to outdoor recreation and the culture and heritage of the Sandia Mountains. The North Valley has existing artist enclaves, food nodes and burgeoning agri-tourism. Due to the expansive nature of unincorporated Bernalillo County, future efforts are needed to more deeply understand the strengths and weakness of each of the four geographical areas.

Some initial observations have lead to the following recommendations with respect to existing assets:

### *General*

- Promote events and festivals. These events are not only tied to places, but make the places what they are. They distinguish each community from others, and protect their cultural heritage.
- Foster Tourism. Interviewees have encouraged promotion and tourism development.
- Continue the pattern of clusters and corridors of development (4<sup>th</sup> Street, Isleta, etc.). As other existing plans have pointed out, it behooves planning efforts to cluster development around the many village and commercial centers.
- Cultivate the existing fabric, including specific design elements like building materials, architectural styles, street patterns, etc. that are unique to these places. As such, they constitute a cultural asset that should be protected. Further, design guidelines and other regulatory measures may be useful.
- Identify opportunities for buildings to be historically designated, primarily in the South Valley and East Mountains where architectural assets are overlooked.

### *East Mountains*

- Use existing places, such as community centers and libraries to display art, and possibly sell it. Perhaps encourage businesses to do likewise (art in coffee shop, restaurants, etc.).
- Increase Public Art, especially with high visibility on main roads, related to the history, customs, and the landscape.
- Realize the Turquoise Trail as an asset. It is scenic, shorter drive than I-25 to Santa Fe and passes through other arts and culture areas, like Madrid. Improvements could include more public art, improved signage and the development of arts and cultural clusters along the route.
- Work with the Park Service to expand opportunities with respect to the Crest Road, a national scenic byway. Provide more signage, pullouts, access for bicycles and trail information.

### *South Valley*

- Prioritize the preservation of agricultural land. This is one of the biggest cultural assets in the South Valley making this land continually feasible/viable should be a mandate for future planning efforts.
- Recognize that natural systems are vitally important. The acequias, open space, bike trails, etc, are all tied to history. Making them resilient and continually relevant must be a top priority.
- Build upon the unique attributes of existing villages. Recognize and build upon the cultural assets unique to each village to develop an identity.
- Increase access and awareness of outdoor activities.
- Work with communities to understand what assets and activities should remain local. Respect private traditions and heritage.
- Grow opportunities for tourism, such as agritourism and heritage tourism. Feature Route 66 and El Camino Real.

### *North Valley*

- Prioritize the preservation of agricultural land. Limit residential development at suburban density.
- Create a comprehensive network of acequia and openspace trails with signage, clear trail heads and protected crossing points at vehicular intersections.
- Improve connectivity to Rio Grande and Bosque. Work with relevant agencies in order to improve access and programming with respect to Rio Grande State Park.
- Capitalize on unexploited historical assets, such as Route 66 and El Camino Real. Install signage and market to heritage tourism groups.
- Cultivate the diverse cultural economy. Ensure a balance of artists, agriculture, wine, food and hospitality services in order to sustain tourism.

### *North Albuquerque Acres and Sandia Heights*

- Expand access to Cibola National Forest. Highlight existing historical and cultural sites.
- Foster existing community events and develop new community events using existing resources such as La Luz Trail and the Hang Glider landing strip.



### **Recommendation 3: Foster partnerships to expand opportunities.**

#### **Form partnerships with local governments.**

Many opportunities exist within the unincorporated portions of Bernalillo County to work with other government entities to share resources to improve access and programming with respect to arts and culture. Partnerships with the following government entities should be considered a priority:

- Middle Rio Grande Conservancy District
- State Park Service
- State Office of Historic Preservation
- City of Albuquerque Parks and Recreation Department, Cultural Services Department, Planning Department and Department of Municipal Development
- AMAFCA

#### **Encourage existing and support new, non-profit arts and culture organizations.**

In addition to public agencies, Bernalillo County should foster partnerships with not-for-profit organizations, including public and private institutions to expand cultural services and experiences available in the unincorporated portions of Bernalillo County.

#### **Develop a centralized cultural calendar.**

Bernalillo County should work with other arts and culture organizations to develop a centralized events calendar and directory in order to link people to cultural activities and resources. Events and activities provided by the County should have consistent scheduling in order to encourage a following and to facilitate participation.

### **Recommendation 4: Investigate identified cultural nodes.**

This inventory has identified clusters of cultural activity which require further investigation in order to understand issues and opportunities for future growth and development.

### **Recommendation 5: Further Studies to inform future work.**

Surveys, interviews and mapping exercises revealed many areas for future investigation with respect to growing the cultural economy in the unincorporated portions of Bernalillo County. This cultural asset inventory provides a cursory understanding of what cultural resources, amenities and activities are available. More in-depth study is necessary to further understand the strengths and weakness of these assets in order to inform future opportunities.

**Understand role of local religious institutions in events and cultural activities.** Work with Church parishes and other local church organizations to better understand local festivals, events and community needs.

**Conduct a more thorough investigation of assets of the four geographical areas to understand barriers to and opportunities for growth.** Surveys, interviews and physical inventories have given us an overall idea of the types and locations of cultural assets in each of the four areas of unincorporated Bernalillo County. Further research and study is needed in order to understand the opportunities for cultural nodes, and the challenges to growing the creative economy. Community focus groups consisting of artists, farmers, fabricators, designers and other secondary businesses which rely on creative industry, such as hospitality services, would be useful in identifying what is working and what needs to happen to strengthen and grow existing assets.

**Research opportunities for community collaboration and partnerships.** According to “Albuquerque 2012, the State of the Creative Economy”, Bernalillo County has limited non-profit resources available to the arts community. Further research is needed in order to understand why non-profit start ups are limited in Bernalillo County and what opportunities could be created to foster new organizations.



"Diverse and essential. Culture – arts and recreation – are a huge part of why I am living here and why I believe (and tell people) this is a great place to visit and live." (Female, District 2)

*Family Ties, artist: Thomas Bollinger*



## *Next Steps*

### **Prepare an more in-depth analysis of potential cultural nodes.**

A more fine grain analysis is needed of identified areas in order to further understand issues and opportunities with respect to future planning efforts.

### **Conduct an initial inventory of County arts and cultural assets within incorporated areas.**

This study has been limited to cultural assets in unincorporated areas of the county. Through interviews and data collection, it has become clear that the county contributes to cultural assets in incorporated areas including festivals and performing art facilities that should be accounted for and understood with respect to opportunities for future planning efforts.

### **Develop an Arts and Cultural Plan for Bernalillo County**

An Arts and Cultural Plan for the entire Bernalillo County will provide a comprehensive tool to guide future planning efforts and funding sources to grow the cultural economy. It is important to include Bernalillo County efforts within City of Albuquerque limits, such as events, programs and facilities. Close coordination is required with the City of Albuquerque, the Village of Los Ranchos and Tijeras Village.





# Resources

*A Characterization of Historic Properties along Bridge Boulevard from the Rio Grande to Coors Boulevard, prepared by Van Citters Historic Preservation. (2012)*

*Albuquerque 2012, The State of the Creative Economy, Prepared by Creative Albuquerque. (2012)*

*Arts and Economic Prosperity III, The Economic Impact of Non Profits and Cultural Organizations and their Audiences, prepared by Americans for the Arts. (2005)*

*East Mountain Area Plan. Bernalillo County. (1992)*

*The Economic Importance of the Arts and Cultural Industries in Albuquerque and Bernalillo County, Dr. Jeffrey Mitchell, University of New Mexico, Bureau of Business and Economic Research. (2007)*

*El Camino Real/Road of Life Heritage Drive, A Plan for Commemorative ARTworks Along Albuquerque's 4th Street, Prepared by the City of Albuquerque Arts Board and Public Art Program (September 1996)*

*Isleta Boulevard and Village Centers Sector Development Plan, Volume 1. (2011)*

*North Valley Area Plan, County of Bernalillo and City of Albuquerque. (1993)*

*Northern New Mexico Agritourism Corridor: Results and Report of Survey Activities, Prepared by Global Center for Cultural Entrepreneurship. (2013)*

*Report on the Isleta Boulevard Improvement Project: Historic Architecture, Prepared by Boyd. C. Pratt, Consulting Architectural Historian, University of New Mexico, Office of Contract Archeology. (1988)*

*Southwest Area Plan. (2001)*

*West Route 66 Sector Development Plan (draft), City of Albuquerque.(2012)*





# Acknowledgements

**Bernalillo County:** Tom Zdunek (County Manager), Vincent Murphy (Deputy County Manager), Bernadette Miera (Cultural Services Manager).

**Bernalillo County Commission:** Maggie Hart Stebbins (Chair - District 3), Debbie O'Mally (Vice-Chair - District 1), Art De La Cruz (District 2), Lonnie C. Talbert (District 4) and Wayne A. Johnson (District 5).

**Creative Albuquerque Project Team:** John Grassham (Executive Director), Michelle Negrette (Cultural Planner), Joni M. Palmer (Cultural Planner), James Foty (Cultural Planning Intern), Dan Puccetti (Office Administrator).

**Client: County of Bernalillo, Cultural Services** Bernadette Miera, Manager.

**Project Steering Committee:** Bernadette Miera (Bernalillo County), Nan Masland (Bernalillo County), Carol Sullivan, Angela West (Mountain View Neighborhood Assoc), Rob Cronin (HBANA), W. Paul Waters (Bernalillo County).

**Interviews:** Richard Atkins (East Mountain Center for Theater), Catalina Delgado Trunk (Artist), Tony Gallegos (Rio Grande Community Development Corporation), Gary Hefkin (Acequia Madre de San Antonio), Irene Kersting (Community leader), Enrique La Madrid (Professor at UNM), A. Gabriel Meléndez (Professor at UNM), Rod Mahoney (South Valley Coalition of Neighborhood Associations), Mary Oelschlager (Artist), Debi Owen (Sandia Peak Ski & Tram Company), Matt Rembe (Los Poblanos Organics), Mel Ribas (South Valley Library Branch), Lorri Zumwalt (North Albuquerque Acres Home Owner's Association).

**Focus Group:** Steering Committee plus: Bette Dore, Joe Stephenson, and Kym Loc.

And all those community members who completed the survey.

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# Appendices



## Bernalillo County (Unincorporated Areas) Cultural Assets Survey

We hope that you will answer some questions to help Creative Albuquerque conduct a cultural assets inventory and map of the Unincorporated Areas of Bernalillo County. This survey should take approximately 20 minutes. This survey is available to all residents and business owners in the UNINCORPORATED AREAS (outside the city limits) of Bernalillo County: You can also complete this survey via [SurveyMonkey](https://www.surveymonkey.com/s/UnincorpBernCoCulturalAssetsSurvey): <https://www.surveymonkey.com/s/UnincorpBernCoCulturalAssetsSurvey>.

Once you have completed the survey please return to Creative Albuquerque at 115 4<sup>th</sup> Street NW, Albuquerque, NM 87102 or email to: [joni@creativeabq.org](mailto:joni@creativeabq.org)

### QUESTIONS? OR to obtain digital or hard copies:

Please contact joni palmer: [joni@creativeabq.org](mailto:joni@creativeabq.org) / 505-268-1920

\* Please complete the survey by 1 March 2013 \*

All information is collected via a secure webpage and the data is kept in a secure database. This information will not be shared, sold or given to anyone without your express consent. The data will only be presented in aggregate form. For example, we'll never say "Tom spends \$1000 per year on cultural activities." We're more likely to say "on average, residents spend \$500 per year on cultural activities."

### Why are we doing this survey?

To gain a greater knowledge and understanding of the cultural assets and resources in the unincorporated areas of Bernalillo County (see map on the last page of this survey, or go to the Bernalillo County Commission Maps website: <http://www.bernco.gov/manager-commission-maps/>) so that we can assess its cultural assets needs, networks, and strengths. This project is part of Creative Albuquerque's efforts to provide the County with benchmarks for internal and national comparisons annually, and information and reference materials for strategic planning. In particular, this project is to form the basis for future cultural strategic planning for Bernalillo County's unincorporated areas. The bigger picture of this project is that this cultural assets inventory and mapping work will serve as a model for other communities, and pave the way for a place-based County-wide Cultural Plan.

We have intentionally not defined culture, cultural assets/resources/activities because they can mean different things to different people and to different communities, so please follow your own definition when responding to the questions in this survey.

Your opinions are very important to us. Thank you for taking the time to help us with this project!

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**PART 1: Information about you.** This information will give us more insight into who participates and how in cultural activities in the unincorporated areas of the county.

---

### Are you male or female?

☐ Male      ☐ Female

**How old are you?**

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Under 20 | <input type="checkbox"/> 50-59       |
| <input type="checkbox"/> 20-29    | <input type="checkbox"/> 60-69       |
| <input type="checkbox"/> 30-39    | <input type="checkbox"/> 70-79       |
| <input type="checkbox"/> 40-49    | <input type="checkbox"/> 80 and over |

**What is your ethnicity?**

- ☐ White (non-Hispanic)
- ☐ Hispanic
- ☐ Black/African-American
- ☐ Asian or Pacific Islander
- ☐ American Indian / Native American
- ☐ Other \_\_\_\_\_

**What is the last grade or level of school you completed?**

- ☐ No formal schooling
- ☐ 8<sup>th</sup> grade
- ☐ Some high school
- ☐ High school graduate
- ☐ Some college
- ☐ College graduate
- ☐ Postgraduate

**Are you a registered voter?**

- ☐ Yes      ☐ No

**Which of the following categories best describes your approximate 2012 household income?**

- ☐ less than \$10,000
- ☐ \$10,000 to \$30,000
- ☐ \$30,001 to \$49,999
- ☐ \$50,000 to \$75,000
- ☐ \$75,001 to \$100,000
- ☐ \$100,001 to \$149,999
- ☐ \$150,000 or more

**Where do you live?**

- ☐ District 1
- ☐ District 2
- ☐ District 3
- ☐ District 4
- ☐ District 5

**How long have you/your family lived in Bernalillo County?**

- ☐ less than 1 year
- ☐ 1 to 3 years
- ☐ 4 to 10 years
- ☐ 11 to 20 years
- ☐ 21 to 30 years
- ☐ more than 30 years

**Do you identify yourself as a member of ...**

- ☐ Bernalillo County Commission Districts
- ☐ Village Center: which one? \_\_\_\_\_
- ☐ Community: which one? \_\_\_\_\_
- ☐ Geographical Area: which one? \_\_\_\_\_
- ☐ Other? \_\_\_\_\_

**What best describes your interests in arts and culture? Please check all that apply.**

- ☐ Interested citizen
- ☐ Volunteer at an arts or cultural organization
- ☐ Arts teacher
- ☐ Amateur or professional artist
- ☐ Arts patron/consumer
- ☐ Other \_\_\_\_\_

**How often do you attend or participate in arts and cultural activities?**

- ☐ At least once a week
- ☐ Once or twice a month
- ☐ Sporadically throughout the year
- ☐ Only for special events
- ☐ Do not attend or participate



**Which of the following do you consider part of “culture”? Please select all that apply.**

- ☐ Hiking trails
- ☐ Museums & local history
- ☐ Parks
- ☐ Local bands
- ☐ Going shopping
- ☐ Watching movies online
- ☐ Watching television
- ☐ Going to the library
- ☐ Attending festivals
- ☐ Public art
- ☐ Going to the theatre
- ☐ Eating at restaurants
- ☐ Playing sports
- ☐ Reading the newspaper
- ☐ Preserving heritage buildings
- ☐ Visiting art galleries
- ☐ Participating in community/civic activities
- ☐ The language you speak
- ☐ Gardening
- ☐ Taking dance classes
- ☐ Family heritage & traditions
- ☐ Local farms
- ☐ Reading a book

**How important do you feel culture is to your quality of life?**

- ☐ it is not important
- ☐ has some importance but not much
- ☐ moderate level of importance
- ☐ high
- ☐ essential

**Where do you go most often for cultural activities?**

- |                                            |                                         |
|--------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Downtown          | <input type="checkbox"/> Nob Hill       |
| <input type="checkbox"/> North Valley      | <input type="checkbox"/> South Valley   |
| <input type="checkbox"/> Northeast Heights | <input type="checkbox"/> East Mountains |
| <input type="checkbox"/> Old Town          | <input type="checkbox"/> Westside       |
| <input type="checkbox"/> Other _____       |                                         |

**How do you get to the arts and cultural events you attend? Please rank by placing a number in the box.**

- |                                       |                                              |
|---------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Drive        | <input type="checkbox"/> Take public transit |
| <input type="checkbox"/> Ride my bike | <input type="checkbox"/> Walk                |

**What percentage of your cultural experiences do you consider:**

	0-25%	26-50%	51-75%	75-100%
Free				
Affordable				
Moderate cost				
Expensive				

**Participating in cultural activities can mean different things to different people and to different communities. Check all of the cultural activities you have participated in over the past year. Please check all that apply. → Table continues on next page...**

Activity/Discipline	Greater ABQ	Unincorp. Areas	Write in venue or location
Attending a festival or event			
Attending live music, theater or dance			
Visiting a library			
Going to films			
Attending the theater to see a play			

Visiting a gallery → Continued next page...			
Going to see public art			
Visiting a museum			
Visiting artist studios			
Listening to live music in a bar or restaurant			
Participating in community activities			
Playing video games or other forms of digital entertainment			
Attending readings of poetry or literature			
Visiting memorials or historic sites			
Going hiking, mountain biking, etc.			
Visiting a local community farm or garden			
Attending talks, lectures or other activities			
Other ...			

**Of the following, what are the top reasons you attend arts and cultural events? Choose up to 3 only.**

- ☐ Spend time with family
- ☐ Connection to community
- ☐ Connection to the natural environment
- ☐ Understanding culture
- Continued next page...
- ☐ Personal education
- ☐ Health and well-being
- ☐ Thought provoking
- ☐ Encourage your own creativity

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**PART 2: About Arts and Culture in the Unincorporated Areas of Bernalillo County**

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**DO YOU AGREE WITH THE FOLLOWING STATEMENTS?**

**Arts and cultural programs improve the quality of life in Bernalillo County.**

- ☐ strongly agree   ☐ agree   ☐ disagree   ☐ strongly disagree   ☐ no opinion/don't know

**The arts improve academic performance of children.**

- ☐ strongly agree   ☐ agree   ☐ disagree   ☐ strongly disagree   ☐ no opinion/don't know

**The arts help develop children's creative skills.**

- ☐ strongly agree   ☐ agree   ☐ disagree   ☐ strongly disagree   ☐ no opinion/don't know

**Arts and culture help attract and keep creative people who are important to the county's economy.**

- ☐ strongly agree   ☐ agree   ☐ disagree   ☐ strongly disagree   ☐ no opinion/don't know

**Arts and culture help attract visitors and tourists to the county.**

- ☐ strongly agree   ☐ agree   ☐ disagree   ☐ strongly disagree   ☐ no opinion/don't know

**Arts and culture help attract and keep corporations and small businesses.**

- ☐ strongly agree   ☐ agree   ☐ disagree   ☐ strongly disagree   ☐ no opinion/don't know



**Arts and culture are a good source of jobs for citizens of Bernalillo County.**

☐ strongly agree   ☐ agree   ☐ disagree   ☐ strongly disagree   ☐ no opinion/don't know

**Major cultural organizations are important to the quality of life and economy of Bernalillo County.**

☐ strongly agree   ☐ agree   ☐ disagree   ☐ strongly disagree   ☐ no opinion/don't know

**Government entities should invest funds to improve quality of and accessibility to arts and culture programs for residents and visitors.**

☐ strongly agree   ☐ agree   ☐ disagree   ☐ strongly disagree   ☐ no opinion/don't know

**How would you rate the quality of cultural programs and offerings in Bernalillo County?**

☐ excellent   ☐ good   ☐ fair   ☐ poor   ☐ no opinion/don't know

**How would you rate the quality of cultural programs and offerings in your area of the county?**

☐ excellent   ☐ good   ☐ fair   ☐ poor   ☐ no opinion/don't know

**Are you in favor of the County investing in any the following cultural services? Select all those you are in favor of.**

- ☐ Public Art
- ☐ Funding local non-profit arts groups
- ☐ Supporting local festivals and events
- ☐ Access to libraries
- ☐ Developing cultural facilities (e.g., performing arts centers)
- ☐ Provision of parks
- ☐ Provision of community centers and programming
- ☐ Programs and services to foster cultural diversity

**When you think of the culture of the county, what comes first to mind? These could be places or specific cultural resources or anything you consider culture.**

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**PART 3: Cultural Identity and the Unincorporated Areas of Bernalillo County**

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What makes the unincorporated areas of the county unique? Please select your top 3 choices.

- |                                                               |                                       |
|---------------------------------------------------------------|---------------------------------------|
| <input type="checkbox"/> Landscape                            | <input type="checkbox"/> Architecture |
| <input type="checkbox"/> Art and galleries                    | <input type="checkbox"/> History      |
| <input type="checkbox"/> Schools                              | <input type="checkbox"/> The people   |
| <input type="checkbox"/> Parks and recreational opportunities | <input type="checkbox"/> Other _____  |

Why do people come to the unincorporated areas of the county (if they don't live here)?

- |                                                   |                                                               |
|---------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Shopping                 | <input type="checkbox"/> Arts and cultural events             |
| <input type="checkbox"/> Visit friends and family | <input type="checkbox"/> Parks and recreational opportunities |
| <input type="checkbox"/> Other _____              |                                                               |

Identify the three or four most important words or phrases that you believe describe the unincorporated areas of the county.

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**PART 4: Unincorporated County Area Cultural Assets and Resources**

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What are the key cultural sites/assets in the unincorporated areas of Bernalillo County?

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What are the key cultural sites/assets in your area of the county?

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When you are hosting a guest who has never visited our region, what are the top three cultural resources or amenities that you would like them to see?

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**Do you think that there are cultural assets in your community that are overlooked?**

☐ Yes      ☐ No

If YES, please list those assets:

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**Do you think there are concentrated areas/zones of arts and cultural activity in the unincorporated areas of the County? If so, where/what are they? (e.g., If this were a survey about downtown Albuquerque, you might say Gold Street)**

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**Culture is an increasingly important driver in economic development in many communities, what do you see as the biggest opportunity in your area/Bernalillo County for culture-led economic development?**

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**How do you learn about the cultural offerings that you attend?**

- |                                                                   |                                                                   |
|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Word-of-mouth/ Personal recommendations  | <input type="checkbox"/> Social media: facebook, twitter          |
| <input type="checkbox"/> Albuquerque Journal                      | <input type="checkbox"/> Albuquerque publications                 |
| <input type="checkbox"/> Neighborhood newsletter                  | (e.g., IQ, Alibi, ABQ Arts)                                       |
| <input type="checkbox"/> Emails from groups you belong to         | <input type="checkbox"/> RSS feeds / Blogs                        |
| <input type="checkbox"/> Direct mail                              | <input type="checkbox"/> Radio                                    |
| <input type="checkbox"/> Posters at local businesses, parks, etc. | <input type="checkbox"/> Flyers at school, community center, etc. |
| <input type="checkbox"/> Local print publications                 |                                                                   |

Please tell us which ones you support/read regularly:

Other 

---

**What keeps you from attending arts and cultural events?**

- ☐ Don't know enough about the event or genre
- ☐ Not enough information/publicity about events
- ☐ I don't have enough time
- ☐ Activities take place at times that are not convenient
- ☐ I don't feel like I would be welcomed at the activities
- ☐ Activities or facilities are too far from home
- ☐ Cost
- ☐ Accessibility (e.g., structural barriers that limit access to a facility or activity)
- ☐ Parking, public transit access
- ☐ Other \_\_\_\_\_

**What arts and cultural assets/resources do you wish were offered in Bernalillo County?**

- ☐ Live music (e.g., jazz, classical, folk, world music, etc.)
- ☐ Performing Arts
- ☐ Community theatre
- ☐ Dance
- ☐ Independent or art film
- ☐ Museums
- ☐ Galleries
- ☐ Public art
- ☐ Artist studios
- ☐ Fairs and festivals
- ☐ Parks and open space
- Continued next page...
- ☐ Community farms and gardens
- ☐ Memorials, historic sites
- ☐ Libraries and bookstores
- ☐ Other \_\_\_\_\_

**ADDITIONAL COMMENTS OR QUESTIONS?**



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Thank you for your time!

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If you wish to get in touch with us to ask questions about this survey or the project—  
or to provide further information—you can call Creative Albuquerque: 505. 268. 1920  
Project Manager: joni m palmer / email: [joni@creativeabq.org](mailto:joni@creativeabq.org)

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Our website: <http://www.creativeabq.org/>

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If you would like stay updated on this project, please LIKE us on Facebook: <https://www.facebook.com/pages/Bernalillo-County-Cultural-Assets/476708642386078>

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## INTERVIEW PROTOCOL

### *Information about the interviewee*

1. Name
2. Title/Role
3. Where do you live/work?
4. How long have you lived/worked in your community?
5. Background
6. What is your current involvement in the community?
7. What networks do you rely on to share information and resources?
8. What kinds of cultural facilities or resources do you use in your work, and/or use on a regular basis?

### *In relation to cultural assets in the unincorporated areas of the county.*

9. When considering your unincorporated area, which places, activities, or assets most contribute to its identity in terms of:
  - ☐ the arts/high culture
  - ☐ social culture
  - ☐ location, miscellaneous
  - ☐ for improving cultural assets in the unincorporated areas of the county?
10. What is the most important cultural assets opportunity that exists in the unincorporated areas of the county? (Re: future cultural planning work in the county)
11. What trends do you perceive are affecting your community (positive and negative)?
12. What needs are not being met in your community?
13. If additional resources could be found to support cultural development in the county, what should be top priorities?
14. What or who do you consider to be the prime movers or engines of change in the community?

Any final comments or questions?

Thank you for your time. I appreciate you taking the time to participate in this work!



## INTERVIEW LIST

### North Valley (2)

1. **Enrique La Madrid** - NV Resident and Professor at UNM
2. **Matt Rembe** - Executive Director at Los Poblanos Organics

### North ABQ Acres, Sandia Heights (2)

1. **Debi Owen** - Director of Communications at Sandia Peak Ski & Tram Company
2. **Lorri Zumwalt** - Realtor & President of North Albuquerque Acres Home Owner's Association

### East Mountains (3)

1. **Mary Oelschlager** - East Mountain resident and artist
2. **Richard Atkins** - President of East Mountain Center for Theater
3. **Gary Hefkin** - President of Acequia Madre de San Antonio

### South Valley (4)

1. **Tony Gallegos** - CEO of Rio Grande Community Development Corporation
2. **Irene Kersting** - Community leader
3. **Rod Mahoney** - President of South Valley Coalition of Neighborhood Associations
4. **Mel Ribas** - Manager of South Valley Library Branch

### District 3 (2)

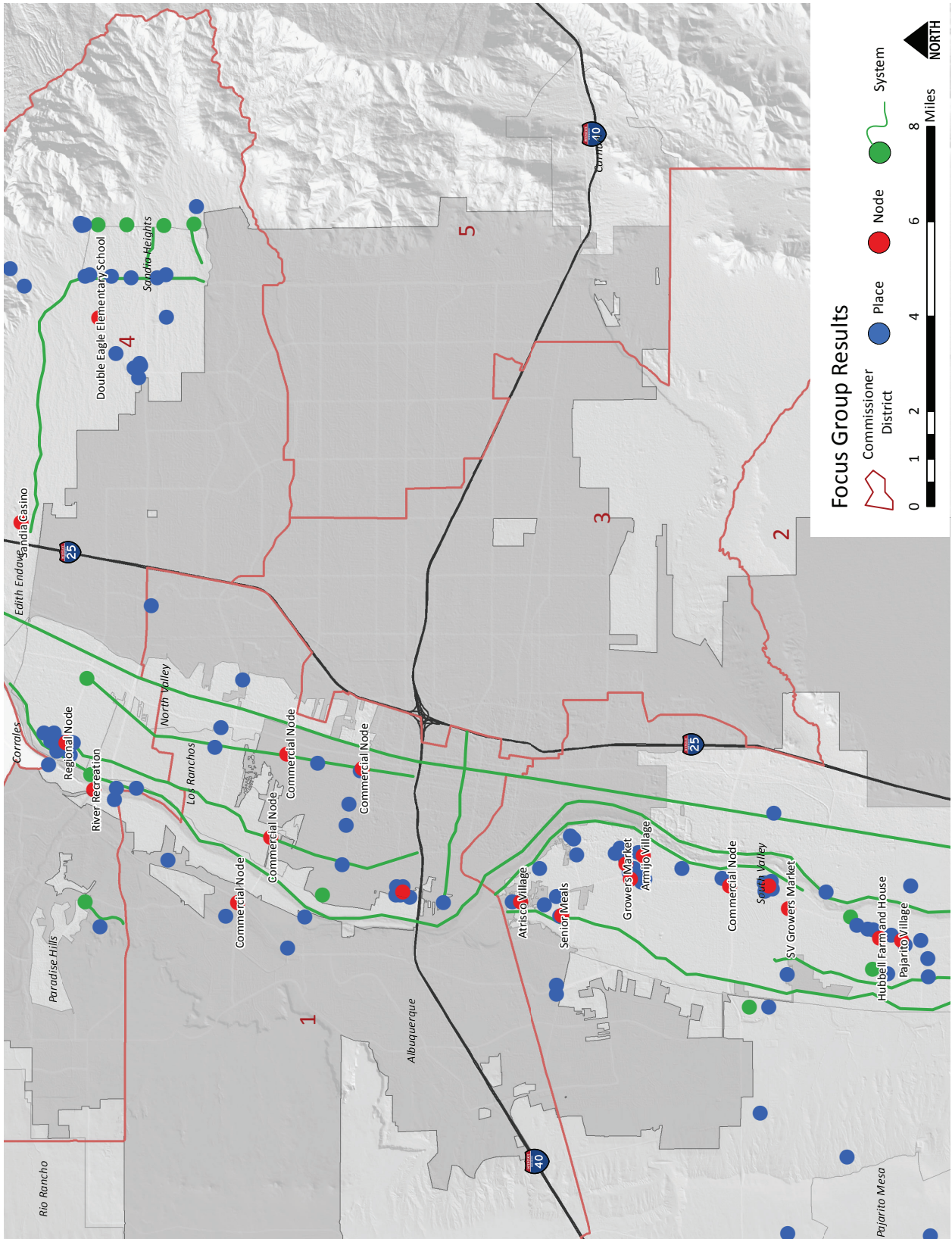
1. **Catalina Delgado Trunk** - Artist
2. **A. Gabriel Meléndez** - Professor & Chair of American Studies at UNM

## Inventory Count by Category

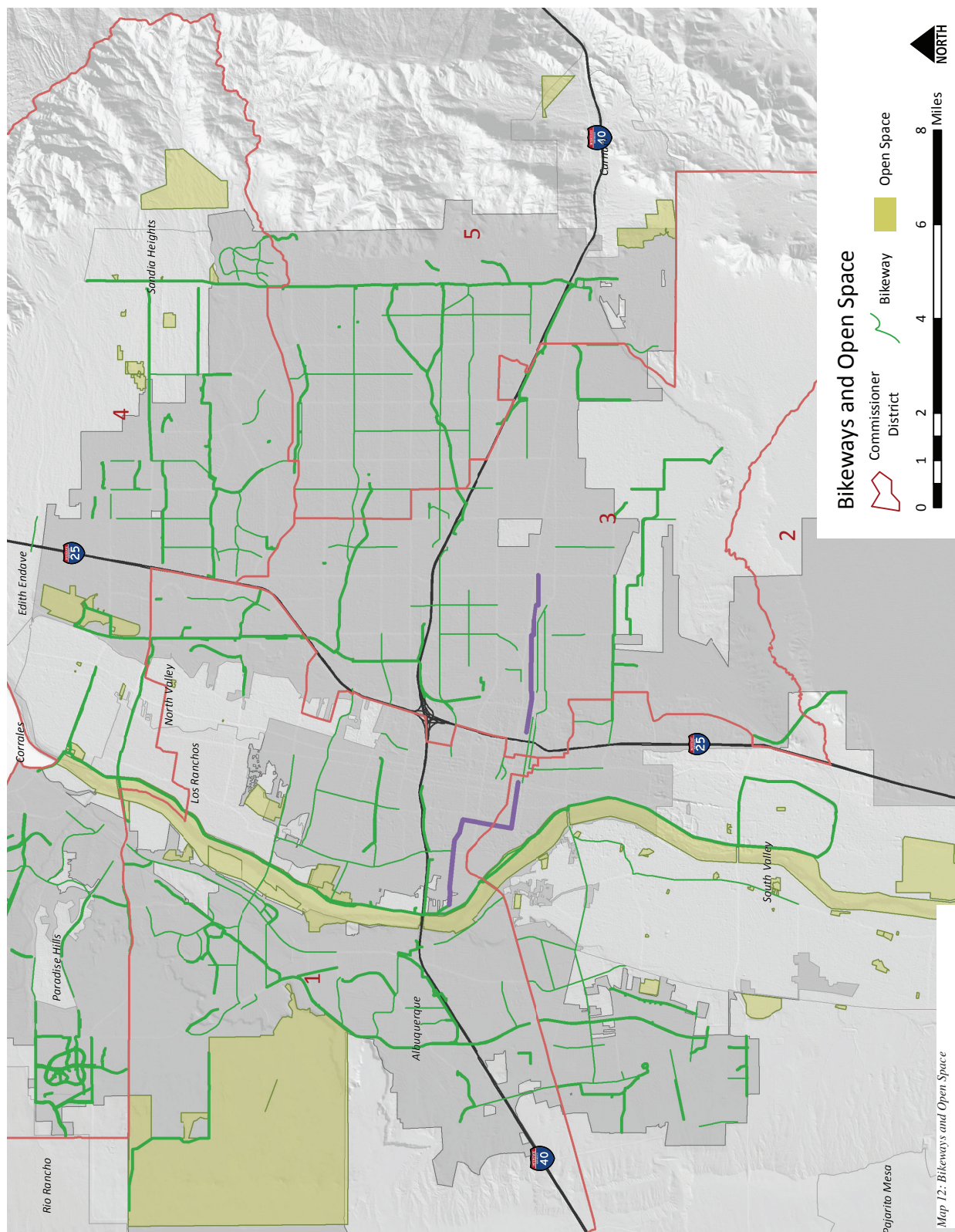
Category	Notes	Counts
<b>Public Spaces and Facilities</b>		
Churches and Religious Facilities		68
Schools		59
Public Art		23
Community Centers	Includes movie theaters	10
Libraries and Archives		7
Museums		5
Performing Arts Venues		4
Theaters		4
Senior Centers		2
Sports Facilities		2
Town Halls		2
Fairgrounds		1
<b>Natural and Cultural Sites</b>		
Parks and Open Space		71
Historic Buildings		38
Farms and Agriculture Sites		33
Trails	Includes bike trails	22
Cemeteries		16
Indigenous Sites		10
Botanical and Zoological Sites		6
Archaeological Sites		5
Heritage Districts	Includes historic centers and plazas	5
Historic Corridors	Includes historic paths like El Camino Real or Route 66	3
Scenic Lookouts		3
Conservation Sites		1
Living History Sites		1
Wildlife Sanctuaries		1
Cultural Landscapes		
Gardens		
<b>Arts and Cultural Organizations</b>		
Multicultural Organizations		6
Performing Arts Groups		5
Historical/ Heritage Societies		4
Artist Guilds		4
Agricultural Organizations		1
Literary Arts Groups		1
Veterans Groups		1
Indigenous Organizations		0
Genealogical Societies		0
Arts Councils and Organizations		None Found



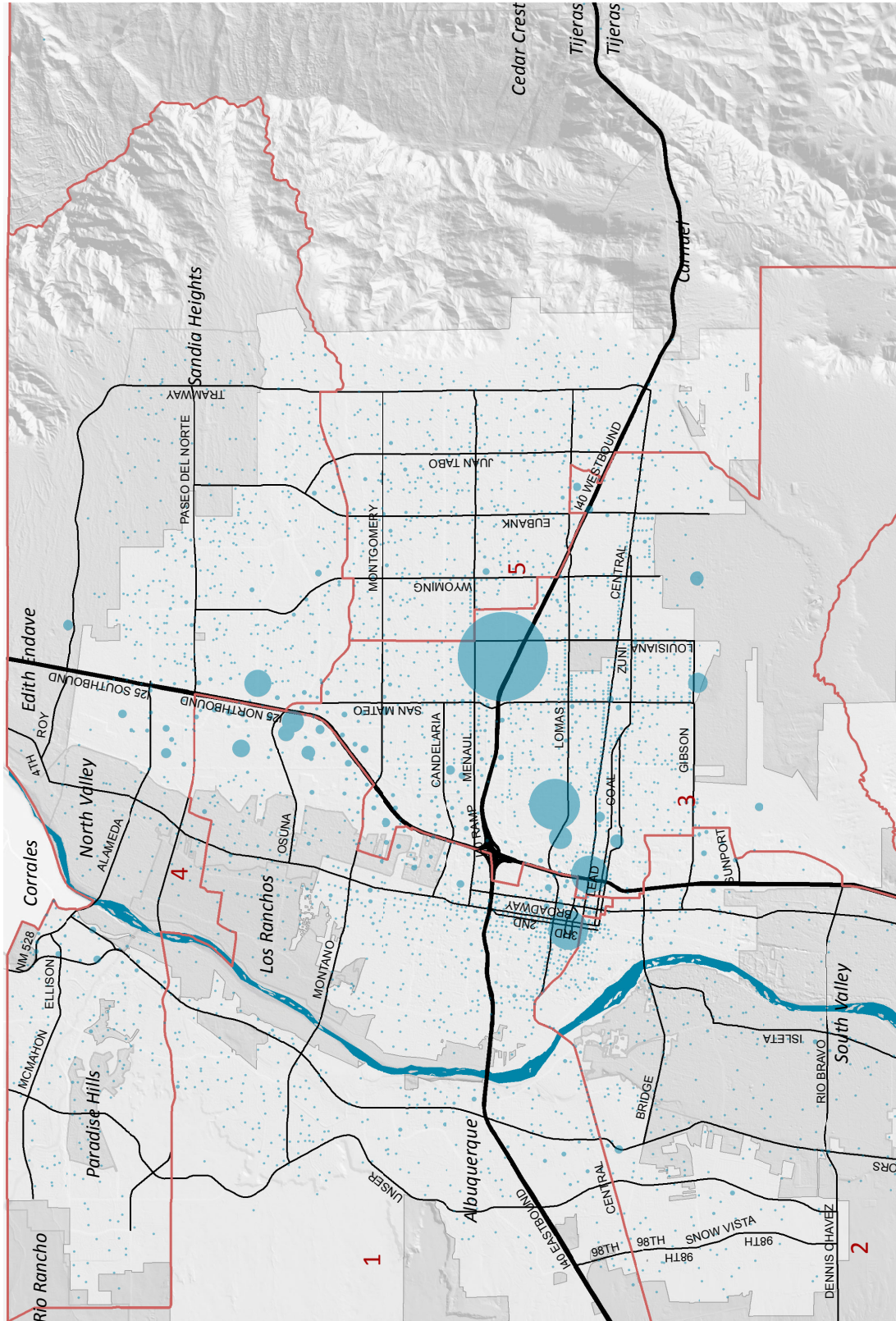
Creative Industries		
Graphic and Web Designers		39
Artist and Musician Studios	Many Artists do not list their locations.	24
Photographers		22
Architects and Designers		20
Tourism and Hospitality	Includes Casinos and B&Bs	18
Special Arts and Cultural Products		16
Commercial Art Galleries		13
Film/Video/Sound Production		13
Bars, Restaurants and Clubs	Culturally significant restaurants, bars and other places	12
Bookstores		11
Coffee Shops		11
Performing Arts Schools	Includes music lessons	11
Antique Stores		10
Printing Companies		6
Writers/Editors		6
Publishing		5
Music Businesses		4
Culinary Sites (Schools)		3
Pottery and Ceramics		3
Art Dealers and Suppliers		2
Local Newspapers and Magazines		2
Craft Stores		1
Radio and Television Broadcasting		1
Dinner Theaters	None Found	0
Theater Companies	None Found	0
Festivals and Events		
Religious/Holiday Festivals		14
Farmers' Markets		6
Agricultural Festivals		5
Gallery/Art Tours		5
Street Festivals		4
Community Events		3
Craft Festivals		2
Food Festivals		2
Music Festivals		1
Built Heritage Tours		0
County Fairs		0
Film Festivals		None Found
Literary Festivals		None Found
Performing Arts Festivals		None Found
<b>Sources:</b> Google, Factual.com, City/County Websites, City GIS, Cultural Assets Site, APS, Education.com, Go Historic.com, Land Use GIS, CABQ Cemetery Report, Interviews, ABQ Arts, The Collectors Guide, AIA Search		



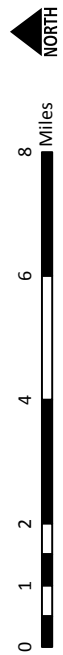




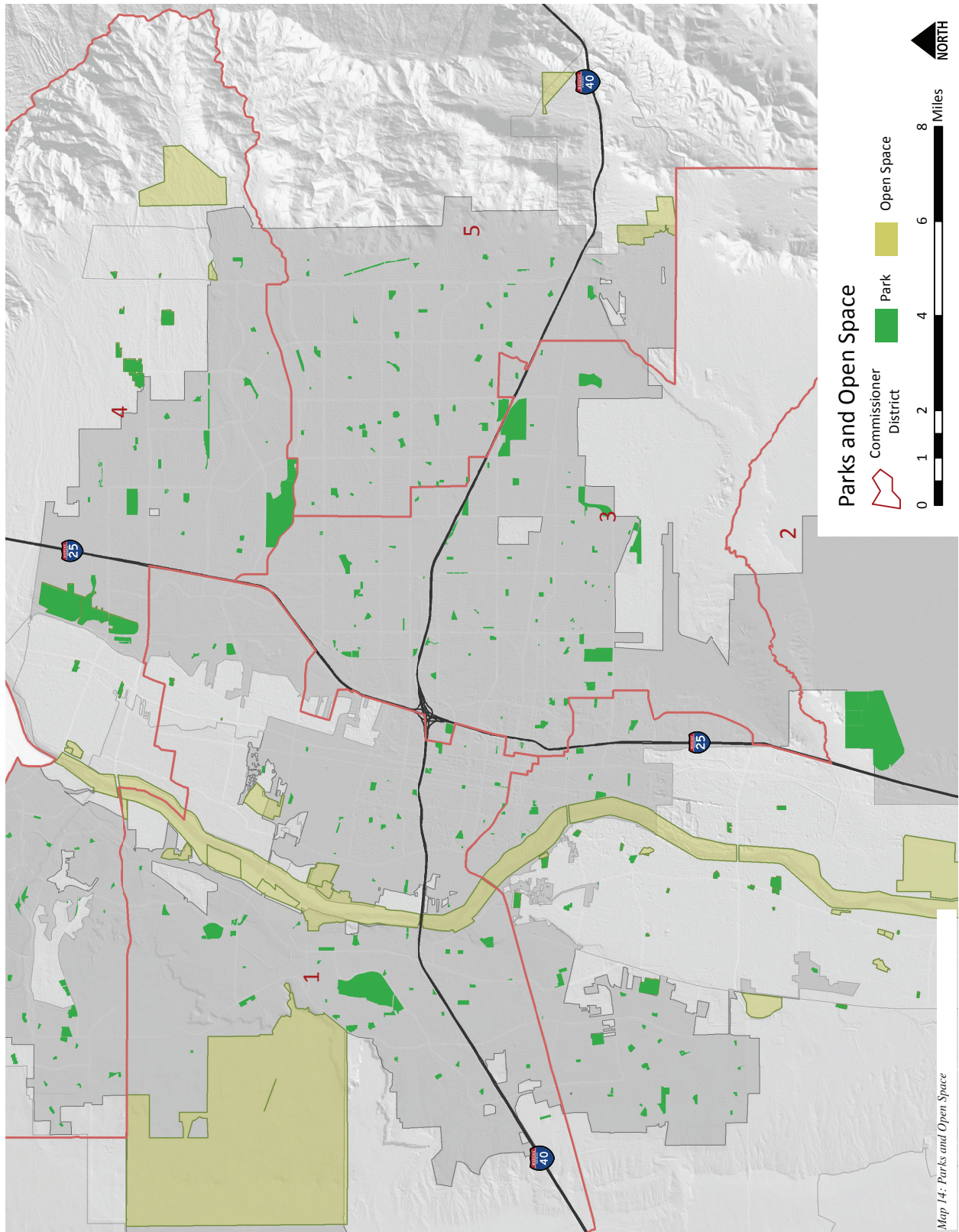




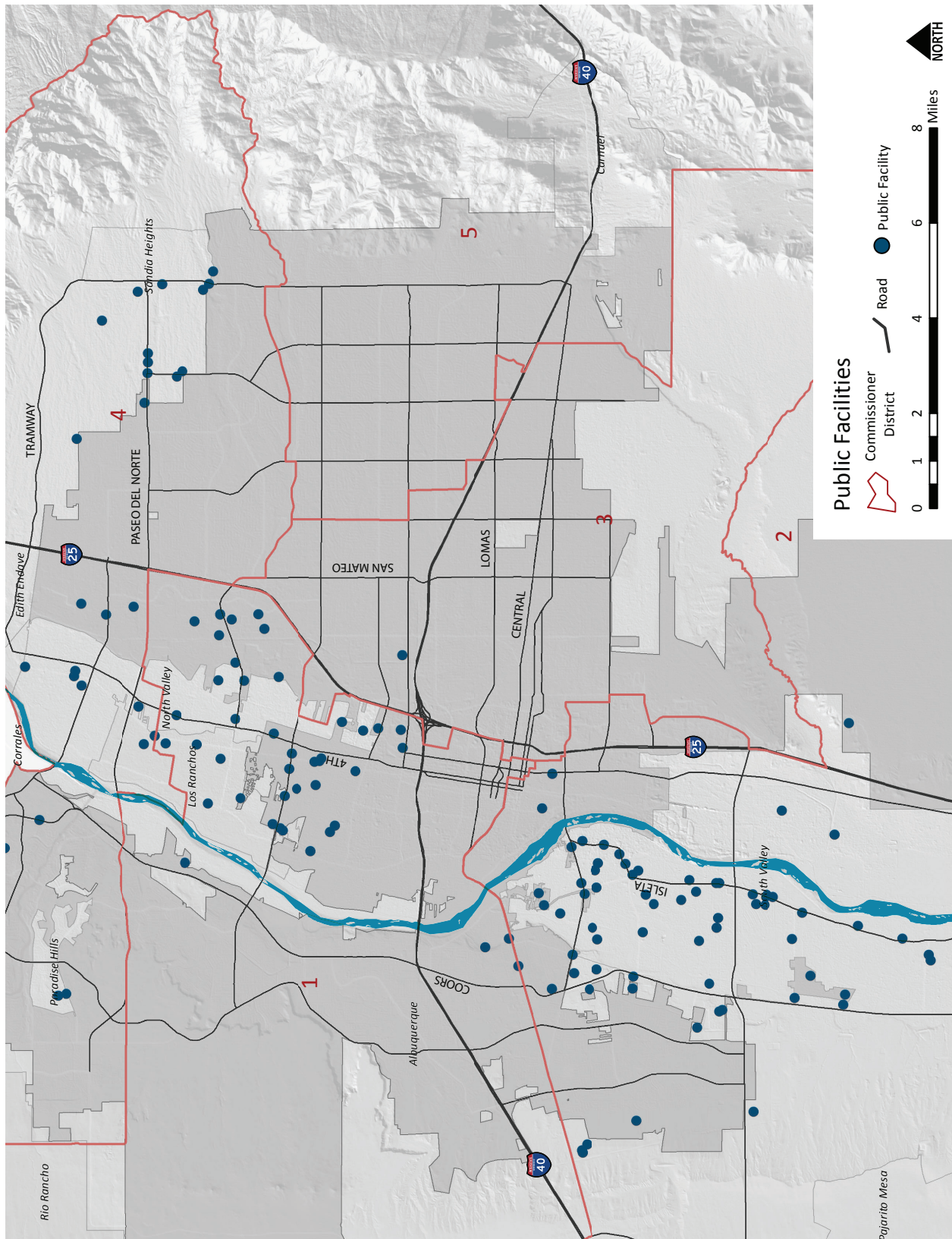
Jobs Intensity by Census Block

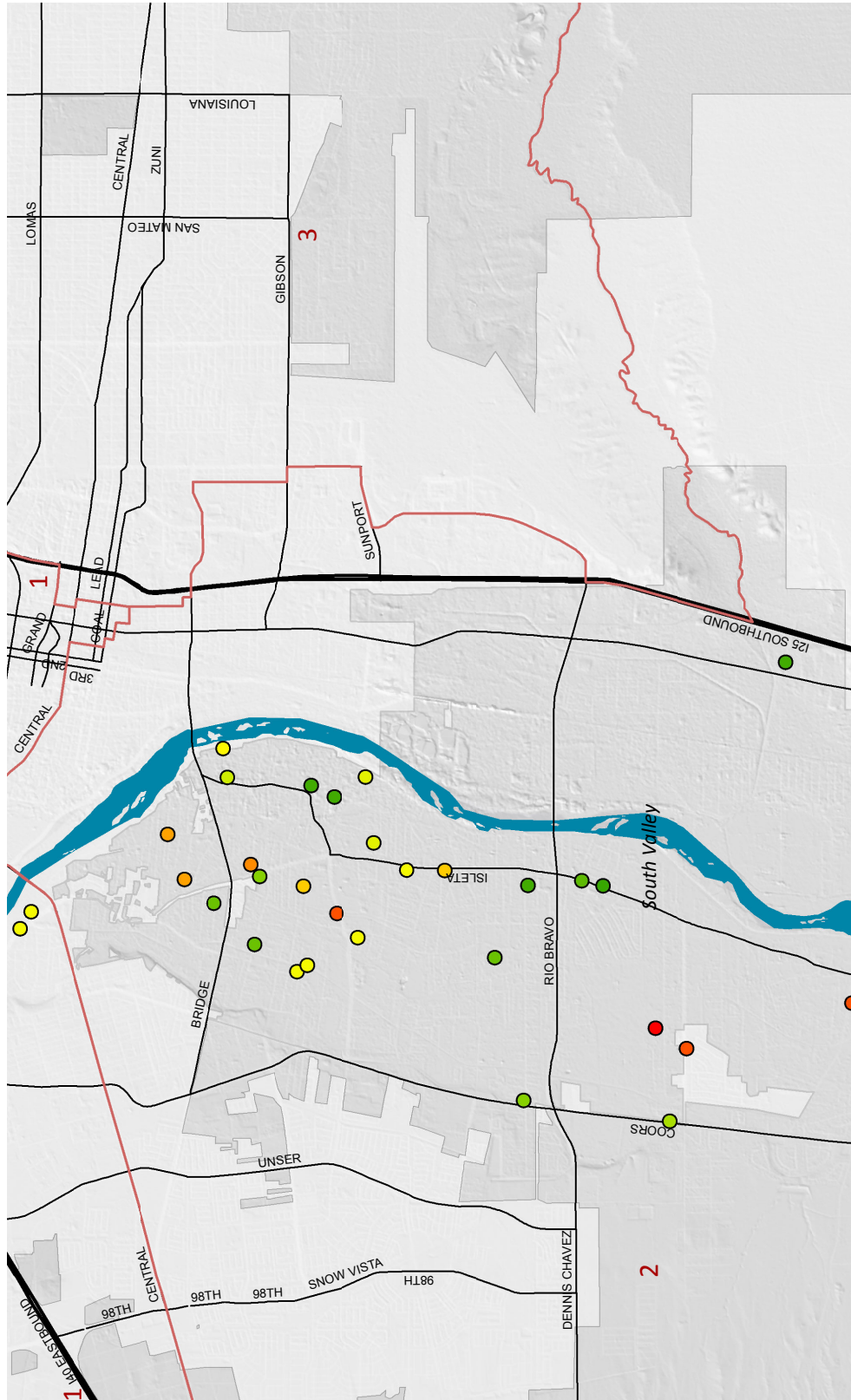








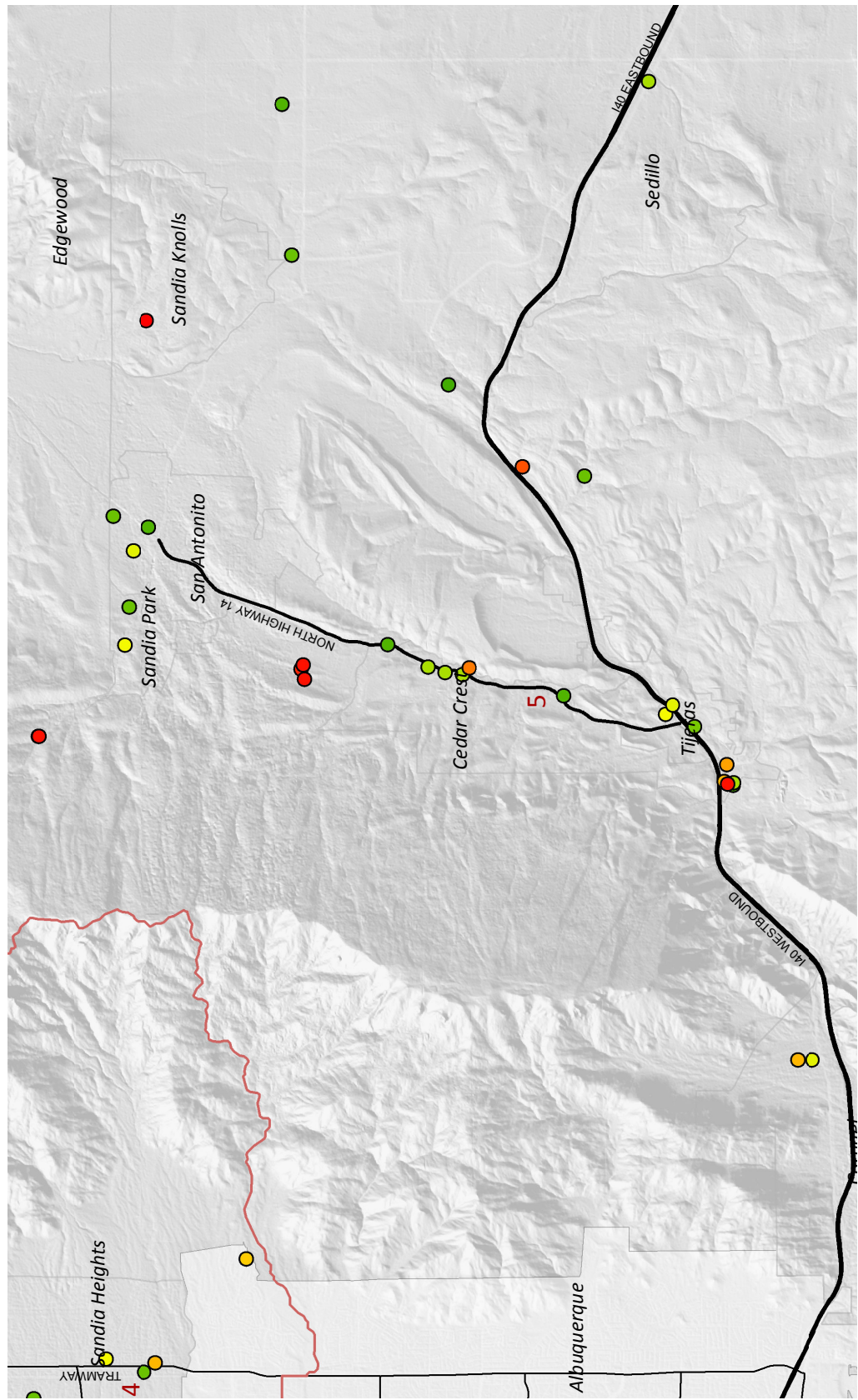




## South Valley







### East Mountains

- Commissioner District
- City Limits
- Road

### Creative Industries

Sub Category	Color
Architects & Designers	Green
Art Galleries	Green
Artist Studios	Green

### Bars and Restaurants

Photographers	Orange
Publishing	Orange
Specialized Arts And Cultural Products	Orange
Tourism And Hospitality	Orange
Tourism and Hospitality	Orange
Writers and Editors	Orange

### Other Categories

Bars and Restaurants	Green
Coffeeshops	Green
Film/Video/Sound Production	Yellow
Graphic Designers	Yellow
Music Businesses	Yellow
Performing Arts Schools	Yellow

0 0.5 1 2 3 4 Miles

NORTH



